

LEATHER AND SHOES

The Magazine for Executives

AUGUST 1, 1953

Schiaparelli-Marino:

NEW SHOE TEAM FOR "THE WHOLE LOOK"

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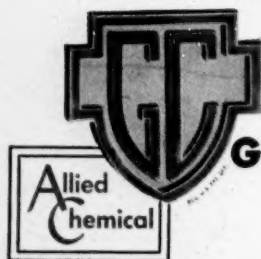
This strange-looking map of the United States visualizes the nation as it might appear if the size of each state were determined by the value its manufacturing concerns add to the nation's industrial output. It is based upon the figures appearing in the 1949 and 1950 Annual Survey of Manufacturers prepared by the U. S. Department of Commerce, Bureau of the Census.

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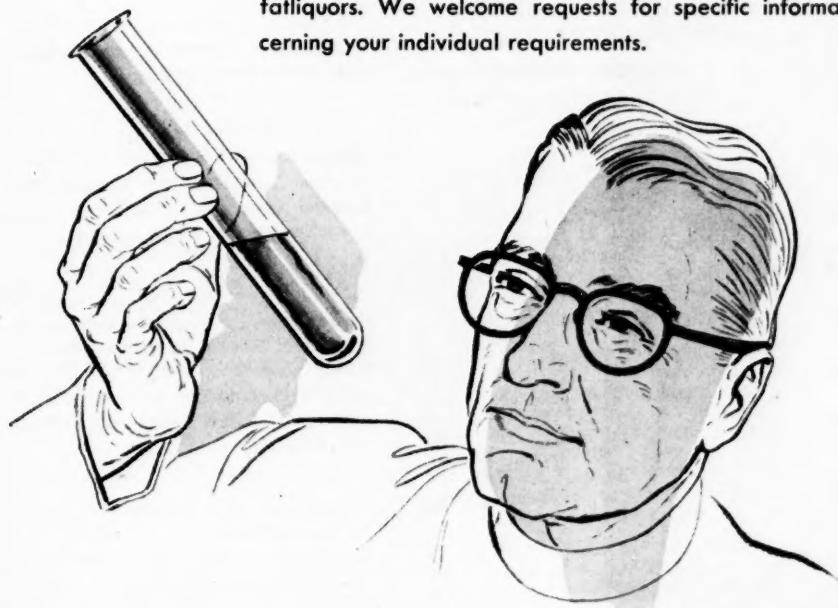
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LEATHER AND SHOES

The Magazine for Executives

Vol. 126 August 1, 1953 No. 5

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LEATHER and SHOES, The Magazine for Executives, published weekly by The Rumpf Publishing Co., 300 West Adams St., Chicago 6, Ill.

Cable address: HIDELEATH. Subscription price: United States, \$5.00; Canada, \$6.00; Foreign, \$7.00. Single copies, 15c; back copies, 30c. Entered as second class matter Jan. 19, 1948, at Chicago, Ill., under Act of March 3, 1879. Additional entry at Boston.



MEMBER: Audit Bureau of Circulations

Coming Events

Aug. 2-6, 1953—National Luggage and Leather Goods Show. Sponsored by Luggage and Leather Goods Manufacturers of America, Inc. Hotel New Yorker, New York City.

August 16-19, 1953—Allied Shoe Products and Style Exhibit. Hotel Belmont-Plaza, New York City.

August 18-19, 1953—Showing of American Leathers for Spring and Summer, 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Sept. 6-11, 1953—Annual Meeting, International Union of Leather Chemists Societies. Barcelona, Spain.

October 11-14, 1953 — Canadian Shoe & Leather Convention and Shoe Fair. Sponsored by shoe manufacturers, shoe suppliers and tanners. Mount Royal Hotel, Montreal.

Oct. 21, 1953—Annual Fall Meeting, National Hide Association. Edgewater Beach Hotel, Chicago, Ill.

October 22-23, 1953—Annual Fall Meeting of Tanners' Council of America, Edgewater Beach Hotel, Chicago.

Oct. 26-29, 1953—National Shoe Fair, sponsored jointly by National Shoe Manufacturers Association and National Shoe Retailers Association at the Palmer House and other Chicago hotels.

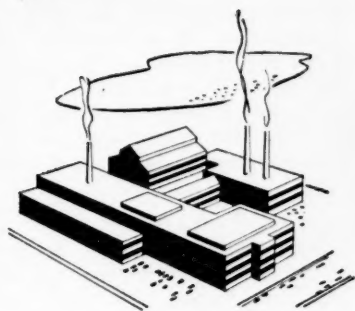
Nov. 29-Dec. 3, 1953—Popular Price Shoe Show of America showing of footwear for Spring and Summer 1954. Sponsored by National Association of Shoe Chain Stores and New England Shoe and Leather Association. Hotels New Yorker and McAlpin, New York City.

Feb. 14-16, 1954—Factory Management Conference. Sponsored by National Shoe Manufacturers Association. Netherlands Plaza Hotel, Cincinnati, O.

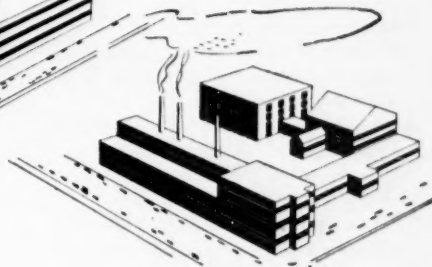
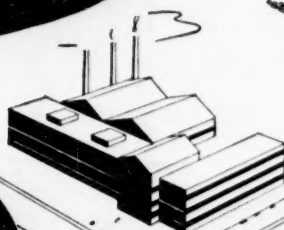
March 1-2, 1954—Showing of American Leathers for Fall and Winter 1954. Sponsored by Tanners' Council of America. Waldorf-Astoria, New York City.

Oct. 28-30, 1954—Annual Fall Meeting of Tanners' Council of America. Edgewater Beach Hotel, Chicago.

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Fashion isn't spinach. It's science. They've even called in the social anthropologists to prove there's a kinship between

FASHION AND THE EVIL EYE

DETERMINED to demonstrate that fashion, like space, knows no bounds, the Kid Leather Guild recently reached out and beckoned Dr. Claudia De Lys, a noted social anthropologist, to lecture before its luncheon for the nation's fashion press. Dr. De Lys' topic: From Nudity To Raiment, suggested that fashion really began when Adam and Eve decided to don the fig leaf.

A social anthropologist, incidentally, is a scientist who studies everything dealing with the history of man's culture. And while some cynics say that fashion is spinach, the social anthropologists say it's culture, too. In America, thank Heaven, you're free to decide for yourself.

Dr. De Lys opened her educational talk with a statement that lifted our brows: "Fashion often gives the appearance of being without rhyme or reason, but this is not true." It raised our brows because we got to thinking about some of those feminine spring bonnets that look like a cross between a tossed green salad and a Mulligan stew — and we found it pretty challenging to make rhyme or reason out of it. But then, we're not social anthropologists.

Evil Eye In Reverse

However, the doctor came up with some examples to prove her point. For example, in ancient times mascara, lipstick and rouge were used to ward off the Evil Eye. Well, times change, and the use of these decorative items is intended for just the opposite purpose.

Dr. De Lys also revealed a remarkable discovery as to the origin of the Easter bonnet. She said it was in the beginning a wreath of flowers and leaves which expressed the sun and its course in the heavens, which brought the return of spring. This crude crown evolved into hats as we know them today. So there does appear to be "rhyme and reason" for

the Easter bonnet—even though the "flowers" on today's bonnets take in everything from the tomato plant to the cauliflower, and the "leaves" now include just about everything short of the giant Redwood tree.

As a sidelight, Dr. De Lys mentioned that in some parts of the world men still wear a comb and skirt, while women wear trousers and pantaloons. To the average American husband this hardly comes as a revelation, what with so many wives sporting the trousers in the family.

Dr. De Lys finally worked down below the ankle in her talk and cited some ancient superstitions concerning the foot. Out of these, she said, has come such common expressions as "one foots the bill," and, for the romanticists, "he's at your feet," or "he waits on you hand and foot." She might as well have been writing a character study of the American husband.

Hand Over Your Shoes

To close a contract for a land purchase, the ancient Assyrians and Hebrews handed a sandal to the seller. It isn't much different today. After paying the down deposit on a new house, you just about hand the seller your shoes, too.

The doctor said that from such ancient traditions and practices evolved the custom of throwing an old shoe after the bride, symbolizing that the parents forfeited all rights over their daughter. Today it happens earlier. When Mary reaches teen age, Mom and the old man lose all rights.

Another enlightening fact brought out is that men's clothing buttons on the right side because that was considered the masculine side—for it was the side which did the throwing, spearing, hammering, etc. That, of course, was in the old days when men had buttons to button. But

since women's suffrage and the great emancipation of the female, the safety pin business has boomed — and the American husband may fasten his clothing on either side, figuring that he's lucky if the damned thing holds together at all.

Sexy Shoes

Today we have footwear designed to be "sexy." Terms like the "nude look" and "naked look" and "bare look" are given to such shoes. And, according to Dr. De Lys, with complete justification, because for centuries (and in some parts of the world even today), the foot has been regarded as a phallic or sex symbol. The celebrated Dr. Karl Menninger brought this out in his book—the idea that the foot, being in such close and constant contact with the earth, symbolized fertility and hence was related to sex.

Well, all that should give a scientifically authenticated springboard to imaginative shoe people. Sex and shoes; feet, footwear and phallicism. No, we're not making any suggestions. All we know is that the promotional possibilities are fabulous. If the cosmetics industry can cash in on such promotional names as "My Sin" and "Seduction" for lipstick and perfume, we see no reason why "Night In A Harem" can't be used for ladies' running shoes.

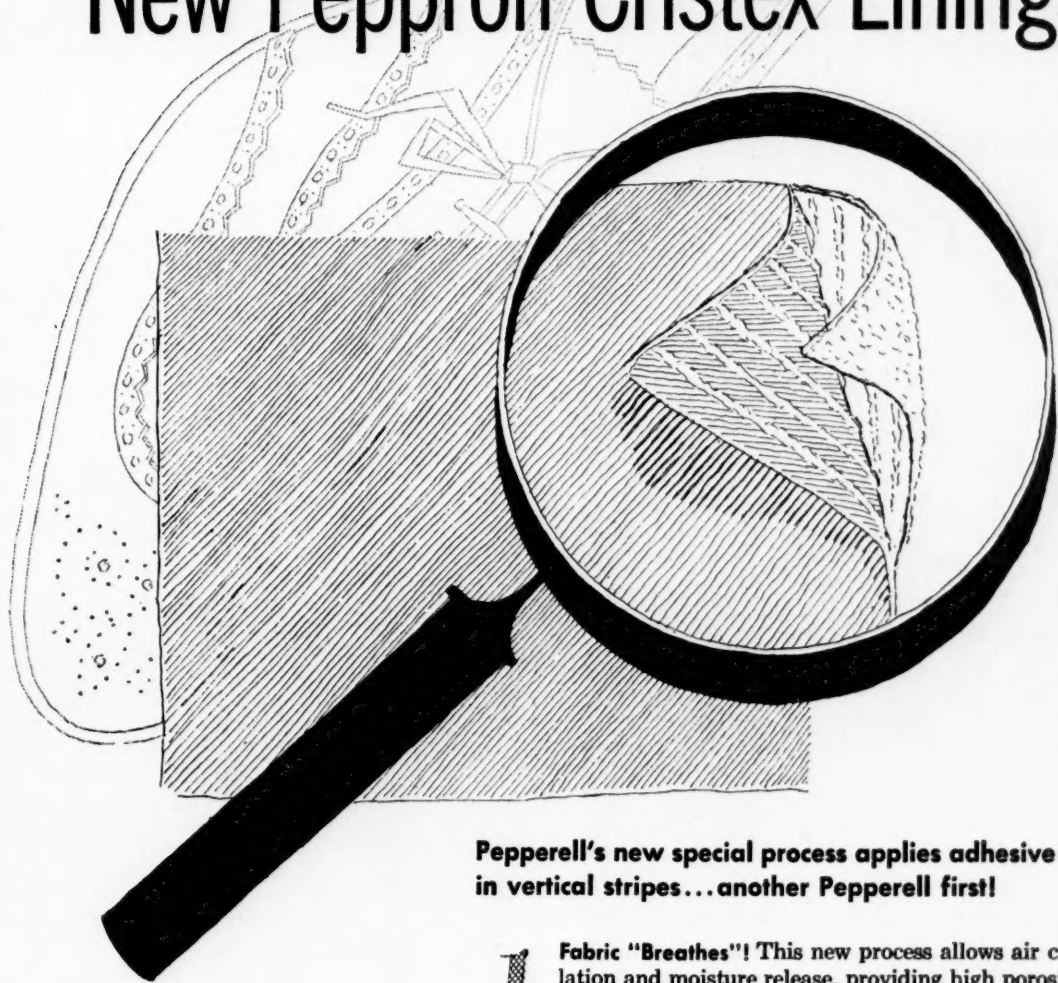
We do wish to tip our hat to the Kid Leather Guild for its originality and imagination in bringing in a social anthropologist to discuss fashion. If practically all modern fashion has some ancient origin, it does demonstrate that there's really nothing genuinely new in the world of fashion today.

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Stanley Weiss, left, general manager of Schiaparelli, Inc., looks over the new shoe box with John Marino. Schiaparelli's signature appears in black over "shocking pink," her trademark known the world over.



The latest designs from Madame Schiaparelli in Paris are looked over by John Marino, president of Schiaparelli Shoes, and his son Patty, vice president and manager of the new division of Marino.

Schiaparelli-Marino:

NEW TEAM FOR "THE WHOLE LOOK"

Continental fashion leaders and American shoe manufacturers — watch for more tie-in deals coming. Here may be a significant new trend in the making to strongly impose the Continental influence on American footwear fashions.

One of the most significant events that has taken place in the shoe industry in years is the entry of Madame Elsa Schiaparelli into the high fashion field of footwear. Her recently announced tie-in with the high-style New York shoe firm of Marino & Sons Shoe Corp. may very probably set in motion an influential new era in shoe business and footwear fashion in America.

The significance is this. Another leading Parisian designer, Christian Dior, considered one of the high priests of Continental couture, has likewise linked with an American shoe fashion leader, Herman B. Delman, who will make shoes for the U. S. market with the Dior label.

Lilly Dache, queen of the millinery world, is also reported seeking a tie-in with a shoe manufacturer.

All this may spur an important trend: affiliation between leading U. S. fashion houses with leading Continental clothing designers. Into American shoe business may come a brilliant galaxy of Continental names famous in the world of apparel originals: Patou, Jacques Fath, Hein,

Paquin, Desses, Lanvin-Castillo, Griffe and others.

Equally significant, the possibility

of an influential influx of Continental styling in American footwear. One

(Continued on Page 31)



John Marino explains one of Madame Schiaparelli's designing features to his shoemaker, Anthony Pallone, as Stanley Weiss, Vice President of Schiaparelli, Inc., looks on in accord.

For SPRING

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Outlook for shoe and leather production for remainder of year can be summed up in one word: inventories. Some comments of Tanners' Council interesting in this respect. Council says retail shoe inventories presently are "strikingly modest." Also, despite heavy output of leather, footwear and leather goods in past months, Council sees no current accumulation of stocks for shoe manufacturers and tanners.

Tanners' inventories of finished leather are "practically bare," says Council. Tanners today normally carry only half of average prewar inventory. Thus no stocks on hand to draw from on sudden demand. However, tanning processes much faster today than prewar, thus making unnecessary heavy reserve stocks on hand.

Shoe manufacturers' inventories of leather also reported to be low, below minimum needs. Council points out that shoe producers' consumption of leather in past months has been at higher rate than tanners' deliveries to them. Thus Council concludes that shoe manufacturers' leather stocks at rock bottom, and virtually no reserve stocks to draw from. This could set up real problem on deliveries in case of sudden demand for leather.

But key to whole situation is retail shoe inventories. One thing appears certain: there is not glut of shoe store stocks—nothing approaching the spilling over that took place after Spring, 1951, and which caused a shoe-buying and production lull that lasted a year. Consumers have been buying at the healthy rate of around 500 million pairs a year—and at that rate no chance for glut. Production and retail sales have been pretty well balanced.

Current Commerce Department figures on shoe sales interesting. May (latest figures) retail shoe store sales reached \$138 millions compared with \$137 million for May 1952. April sales were \$137 millions compared with \$135 million for same month of last year. Slight dollar improvement figures shown here are deceptive. Average per pair price in 1951 was \$4; in 1952 it averaged \$3.62; today it's a little lower. The significance: substantially more *pairage* is moving out of retail stocks than dollar figures indicate on first glance.

Take a look also at manufacturers' sales. Commerce Dept. lists "leather and leather products" together, but figures give good indication of recent sales status of shoe and leather manufacturers. April sales came to \$302 millions as compared with \$261 million for April last year. May amounted to \$326 millions as against \$274 million for May, 1952. Again, keep in mind that dollar figures deceptive. Today's lower prices require heavy rise in unit sales to reach \$302 or \$326 millions.

Now comes the thing to watch: manufacturers' inventories. Commerce Dept. figures on "leather

and leather products" group for April shows inventories valued at \$573 millions as against \$582 millions of April, 1952. Lower dollar inventories—but probably same unit inventories due to lower prices. But May causes a frown: inventories valued at \$326 millions as compared with \$274 million for May of last year. Thus, both dollar value and units substantially higher.

That's a factor to keep an eye on. If June and July figures, when released, show inventory increase over corresponding periods of last year, could be a significant "hidden" economic shift to watch. Leather, a big inventory item for shoe manufacturers, evidently, isn't involved. But stocks of finished shoes obviously are. Tanners, however, hold no surplus stocks of raw materials or finished leather, so they aren't contributing to the high May figures. It's possible that the rest of the "leather products" field (other than tanning and shoe manufacturing) may be experiencing heavy inventories.

The picture over-all, however, appears healthy enough for the rest of the year. Retail buying for inventory, such as occurred last Fall and Spring, has abated. Buying is largely for replacement purposes. However, with retail shoe sales moving along at a healthy 500-million-pair-a-year clip, replacement business could come pretty close to matching the inventory buying business of previous months.

• •

The Federal Trade Commission, which for months has been conducting sweeping investigation of footwear advertising and labeling claims, due for re-organization under direction of a private firm of management consultants. This is on recommendation by a House-Senate appropriations committee. The latter wants to see "an improvement of management in the executive branch" of this important agency.

• •

Shoe industry continues to get smaller share of consumer spending dollar. Figures just released by Commerce Dept. show despite 1952 record retail shoe sales of \$3.3 billions, only 1.53 cents of each consumer spending dollar went for shoes. This is probably all-time low. Used to be around two cents per dollar for shoes. Since end of World War II has been steady decline in this, despite steady climb in dollar and unit shoe sales and production.

Shoe industry's biggest competitor — not yet fully appreciated—is "outside" products: TV sets, household appliances, travel, and many others, old and new. Means much more aggressiveness needed to regain "lost" share. Apparel industry has managed to hold its share. Shoe industry can do same. Regaining "lost" half cent (former 2c as against present 1½c) could mean increase of one-half billion dollars in shoe business.

BIG CHANGE IN MILITARY SHOE BUYING

PRESENT METHOD DIES DECEMBER 31

Each Military Branch To Do Own Buying

A House-Senate Conference Committee on Armed Services funds agreed this week to kill off the Armed Services Textile and Procurement Agency by December 31, some 15 months after it was started.

The recommendation of the Committee was immediately passed as a bill by Congress and has been sent to the White House for what appears to be certain approval.

The new action will bring back separate buying of military footwear and clothing by each branch of the armed services, as it was before the combined-buying plan was inaugurated, intended to cut waste and overlapping purchasing. The committee also strongly recommends a "properly spaced buying schedule" by the services to prevent them all from attempting to buy in the same season.

Cost Too High

The Conference committee, after a study of the matter, now claims that it costs too much to buy shoes and clothing under the combined-buying program. It says that the separate services can do it on their own cheaper and more efficiently.

The fireworks began during House hearings on funds for the Defense Department for the year beginning last July 1. The House Appropriations committee mentioned the Armed Services Textile and Apparel Procurement Agency (responsible for armed services shoe buying) three times in its report. It stated:

"The justification for the rather considerable increase in funds required for the conduct of the Armed Services Textile and Apparel Procurement Agency was not entirely convincing . . ."

In another section the report said, "The committee has denied these requests (for funds) since testimony has indicated that the various services can procure their textiles and apparel individually at a lesser cost than through this agency, and has provided that the agency be abolished through an orderly liquidation process.

"The committee suggests that the Secretary of Defense arrange for coordination among the services to in-

sure a reasonable and properly spaced buying schedule so that the services will not all attempt to procure in the same buying season."

Rear Admiral Murrey I. Royar, chief of the Navy's Bureau of Supplies and Accounts, told Senators that the Navy position was that it could buy shoes cheaper than through the unified agency. He said Navy officers had told the House that the Navy could buy its own shoes and clothing for an administrative cost of \$230,000 a year — but that the Navy was being assessed \$840,000 for the administrative support of ASTAPA to do such buying. These are administrative costs, not actual costs for clothing and shoes.

Major General William P. H. Hill, Quartermaster General of the Marines, said the Marines, too, could buy their clothes and shoes cheaper on their own than through the central agency.

However, Colonel Paul I. Doty, deputy chief of the ASTAPA agency, believed the unified buying plan and agency worked, though he was unable to submit any figures showing savings in costs. He told Senators that the agency now has 491 civilians on the payroll, plus 19 Army men, 12 each from the Navy and the Air Force, and three from the Marines. A year ago, shortly after the agency was set up, there was a total of 775 civilians engaged in purchasing shoes and clothing.

1952 SHOE SPENDING WAS \$3.3 BILLIONS

In 1952, the American people spent \$3,300,000,000 for footwear according to the annual "National Income Survey" issued by the U. S. Department of Commerce.

This is believed to be a new dollar spending record for footwear. In 1951 shoe spending came to \$3,295,000,000. However, in 1951 the average per pair value was \$4, as compared with \$3.62 for 1952. This indicates a substantially higher pair-age sales in 1952.

Shoe spending in 1950 came to \$3,080,000,000, and for 1949 was \$2,958,000,000.

Incidentally, last year the American public spent \$242 millions on shoe repairing (actual repairs, services and findings), as compared with \$247 millions in 1951, \$241 millions in 1950 and \$249 millions in 1949.

HIGHER TARIFF ON RUBBER SHOE IMPORTS

Congress Approves Bill Aimed At Bata

The House has passed the Sadlak-Bush Bill to raise from 20 to 35 per cent the import duty of foreign-made footwear made "in part" of rubber.

Daniel F. Reed (R), New York, Chairman of the House Ways and Means Committee, explained: "The purpose of the bill is to close a loophole in the tariff laws by which foreign producers are, by artful manipulation of a product, avoiding an import duty imposed specifically for the protection of the domestic rubber-soled footwear industry."

The measure now goes to the Senate where quick action is expected.

Under present tariff law, shoes with leather soles pay a duty of 20 percent, and with rubber soles, 35 percent. The test is whether leather or rubber is the component of chief value.

Takes Advantage

A spokesman for Senator Bush explained that an English company, whom he named as Bata, a former Czechoslovakian firm, has been trying to take advantage of the lower rate of duty on rubber-soled sneakers and other types of footwear sent to the U. S. market.

"The English company has been inserting a thin strip of leather between the inner and the outer sole, and claiming that leather, thus, is the component of chief value," he said.

"Customs officials at New York and Boston have permitted these shoes to enter at the duty of 20 percent. This would adjust this situation, by making clear that if the sole is part India rubber, it would pay a 35 percent duty.

The Connecticut legislators have an interest in the matter, he explained, because the U. S. Rubber Co., has a rubber footwear plant at Naugatuck, Conn.

The Sadlak measure was referred to the House Ways and Means committee, of which Sadlak is a member, and the Bush measure was referred to the Senate Finance committee. However, with Congress now closing its sessions, there is no likelihood of passage of the bill this year.

SHOE INDEPENDENTS MEET IN NEW YORK

October Conference Plans Now Set

The first meeting of the Steering Committee of the newly-formed National Conference of Independent Shoe Retailers has taken place in Chicago in preparation for the day-long panel to be held in this city on October 24, with an anticipated capacity attendance of over 400 prominent shoe men.

The meeting was headed by Sam Sullivan, prominent Laredo, Texas, shoe retailer, who has sparked the Conference idea. The new organization was formed by groups of independent shoe retailers throughout the country to (1) more closely knit them together to discuss their problems and future plans of operation for their mutual benefit; (2) to ultimately bring manufacturers, tanners and retailers closer to each other through such annual conferences.

Decided at the recent Chicago meeting was that the first Conference will be held at the Hotel Sheraton, Chicago, on October 24. The morning session will be from 9 a.m. to noon; the afternoon session from 2 to 4:30 p.m. Both sessions will be headed by a panel of representatives of all branches of the industry and from all major regions of the U. S.

The morning session will consist of a panel discussion, followed by a luncheon and a guest speaker. A similar type of panel discussion will take place during the afternoon session.

Panel Members

Some of the people expected to be on the panel are Irving Glass, Tanners' Council; Sam Plotler, Original Sample Shops, Detroit; Marcus Rice, Famous-Barr Co., St. Louis; Lloyd Nordstrom, Nordstrom's, Seattle; J. T. Kirkpatrick, John A. Brown Dept. Store, Oklahoma City; John Morgan, McGrew & Morgan, Parkersburg, W. Va.; Ruth Kerr Fries, Calf Leather Division, Tanners' Council; Al Schiro, Standard Shoe Store, Bangor, Me.; Ed Wimmer, National Federation of Independent Business, Cincinnati; Roy W. Rice, Jr., Ruthrauff & Ryan, Inc., Chicago; Clovis Saunders, Woolf Brothers, Kansas City, Mo.; Carl Campbell, Carson Pirie Scott & Co., Chicago, and Mary Brower Hickman, Brower's, Milwaukee. Sam Sullivan will act as moderator.

An attendance limit of approximately 400 has been set. A \$15 registration fee will be made to finance the meeting and the luncheon. In a case of a deficit, Sam Sullivan has agreed to cover the deficit. In case of a surplus, it will be donated to the "210" Associates.

A mailing will be sent to some 14,000 shoe retailers, outlining the purpose of the meeting, listing speakers and panel members, and also requesting suggestions for panel topics.

Checks for reservations may be sent to Roy W. Rice, Jr., Ruthrauff & Ryan, Inc., 360 North Michigan Ave., Chicago 1, Illinois. The first 400 reservations received will be honored, with subsequent reservations refused and checks returned.

IFLWU Complaint Denied By NLRB

The International Fur & Leather Workers Union lost the first round of a case involving the Smith Meal Co., Inc. The union had complained that the company, which manufactures fish meal at its Amagansett, N. Y., plant, engaged in unfair labor practices which prevented the union from soliciting membership at the plant.

The National Labor Relations Board, after two hearings, found the company innocent of the charges and recommended that the case against the company "be dismissed in its entirety."

LEATHER RESEARCH GETS \$100,000 GIFT

An anonymous donor has made a gift of \$100,000 to the Tanners' Research Foundation for leather research, it was announced this week at a meeting of the Board of Directors of the Foundation and by the Laboratory Committee of the Council, held in Philadelphia. The contribution is to be known as the Ernest A. Griess Fund. Griess has just been reelected president of the Foundation. Other reelected officers are F. Sturgis Stout, vice-president; George B. Bernheim, treasurer; Leif C. Kronen, secretary.

The two-day meeting consisted of a discussion of leather research matters. It was decided that current basic research programs would continue pending completion of surveys and appraisals before assessing further research projects.

Kinney Sales Slightly Up For First Half

Sales for the first six months of 1953 for G. R. Kinney Co., Inc., showed only a fractional gain over the same period of 1952. Net sales for the first half of this year came to \$20,837,495, as compared with \$20,581,113 for the first half of 1952.

Net profit for this year's first half amounted to \$537,455, a slight rise over the \$502,702 of the first six months of 1953.

JUNE SHOE OUTPUT WAS 40.5 MILLION PAIRS

June shoe production reached an estimated 40.5 million pairs, a 1.9 percent increase over the 39,747,000 pairs produced in June of last year. Women's shoes accounted for almost all the increase in the June, 1953, figures.

Total output for the first six months is 266,189,000 pairs, second highest first half output on record (previous high was 1946, the buy-

for-inventory year, with a first half output of 276,766,000 pairs).

The second half of 1953 is off to a good start, with an estimated July output set at around 40 million pairs, or nearly four percent above July, 1952. States the Tanners' Council, "An output of this volume (40 million pairs) would seem to be somewhat better than normal for a vacation month."

(000 Pairs)	June 1953	May 1953	June 1952	% Change June-June	1st 6 Months 1953	1st 6 Months 1952	% Change
Men's	8,000	8,532	8,279	-3.4	52,334	51,003	+ 2.6
Boys'	1,580	1,571	1,586	-0.4	9,320	8,455	+10.2
Women's	18,700	18,490	17,926	+4.3	123,623	118,494	+ 4.3
Misses' and Children's	4,750	5,139	4,728	+0.5	34,407	32,263	+ 6.6
Infants' and Babies'	2,950	3,247	2,889	+2.1	20,292	18,885	+ 7.5
Other	4,520	4,879	4,339	+4.2	26,213	22,956	+14.2
Total	40,500	41,858	39,747	+1.9	266,189	252,056	+ 5.6

CURTIS SHOE TO RE-OPEN FACTORY

Financial Problems Now Ironed Out

Curtis Shoe Co., 106-year-old Marlboro, Mass., men's shoe manufacturer, has surmounted its financial problem with the Reconstruction Finance Corp., and will continue operations.

Through the intervention of Massachusetts' Governor Christian Herter, who appealed to U. S. Dept. of Commerce Secretary Weeks to look into the problem personally, Curtis' difficulties appear to be ironed out. Herter is seeking aid for the company in connection with release of excess securities that the RFC held in regard to an original loan of \$320,000, now reduced to \$176,000.

Herter's message to Weeks stated: "Curtis Shoe Company has rehabilitation proposals pending with RFC under which creditors will furnish new money if RFC will release excess securities it now holds for the original \$320,000 loan, now reduced to \$176,000 not in default now maturing some years hence.

Not A New Loan

"Proposal provides for liquidation of RFC loan on 100 percent basis over a period of time. This is not a new loan and does not change final maturity date. Favorable action is urged and required as cancellation of existing orders will result unless factory, closed for a month, immediately reopens. Failure of RFC to cooperate will close this business and put more than 250 employees out of work. Can you help?"

Weeks replied: "Curtis Shoe Company officials have met with Cravens of RFC and mutual satisfactory plans have been worked out to keep the plant in operation."

Mercer E. Curtis, vice president and general manager of the company, told LEATHER AND SHOES that factory operations will resume the week of August 3. Employees will be returned to work on a piecemeal scale until operations are on a full scale to warrant the full labor force.

"During the temporary shutdown," said Curtis, "there has been no cancellation of orders. Our customers have remained exceptionally loyal during this period."

Curtis gave full credit for the re-opening of the plant to Commerce Secretary Weeks, Governor Herter, Massachusetts Senators Saltonstall and Kennedy, Congressman Philbin,

ARKANSAS CELEBRATES 50th



Executives and employees of the Arkansas Co., Newark, N. J., celebrated the company's 50th anniversary at a dinner held July 8th at the Hotel Robert Treat in Newark. The company makes industrial chemicals for the leather industry. Seated at the head table, from left to right, are: N. C. Shane, vice president in charge of sales development; J. Everett Allen, treasurer; Chester M. Braham, president; Albert K. Drake, secretary, and C. L. Shuttig, vice president and sales manager.

and the mayor of Marlboro, all of whom lent their efforts to the job. "If it hadn't been for them," said Curtis, "we could not have re-opened."

MELVILLE SALES UP 45%

Retail sales for Melville Shoe Corp. for the first six months of 1953 amounted to \$47,878,119, an increase of 45 percent above the \$33,039,768 of the same period for 1952.

Sales for the four weeks and two days of June, 1953, came to \$11,770,303, an increase of 49 percent over June of last year when sales reached \$7,882,737.

Melville Shoe Corp., country's largest shoe chain, has approximately 740 retail stores, including 152 stores belonging to the affiliated Miles chain.

Hide Association Meets Aug. 10, Chicago

National Hide Association president Nick Buecher, Jr., has called a meeting of the Association's Board of Directors for August 1, at the Bismark Hotel, Chicago, starting at 9:30 A.M.

On the agenda are: Schedule of regional meetings for 1954; membership; financial matters; group buying; and small packer hide standards. A proposal will be made to eliminate the national Spring meeting, to hold only one annual convention in Chicago in the Fall.

The Fall meeting, October 24, at the Edgewater Beach Hotel, will have Cecil Powell as one of its featured

speakers. Powell heads the Chicago office of the Tanners Hide Bureau, was formerly with Armour & Co. Minnoch and Powell are endeavoring to work out a plan to bring about workable standards of delivery on small packer hides — a movement started by Emil Feld, Milwaukee hide and skin dealer.

The Tanners Council has asked NHA to make specific recommendations for small packer hide standardization. A later meeting of tanners and hide men will be scheduled to discuss this matter in an effort to improve rawstock and provide for increased supply of better grade leather.

Allied Kid Shows Profit Of Half Million

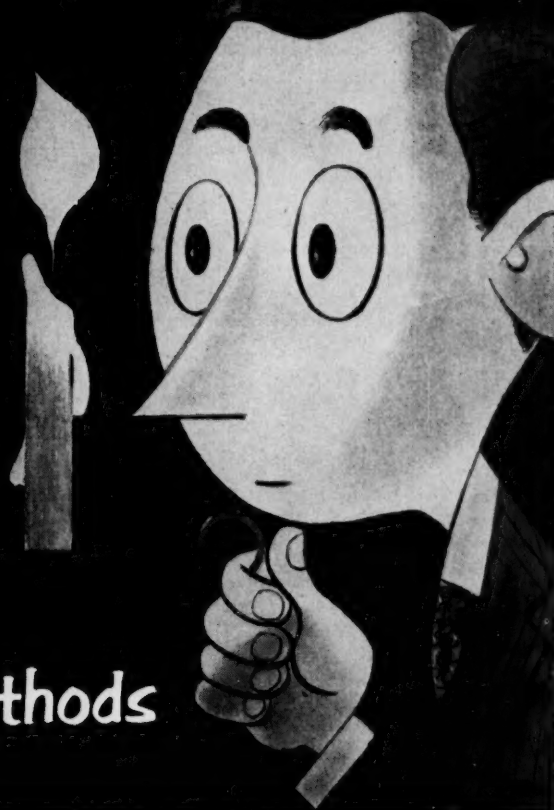
Allied Kid Co. showed a net profit of \$523,061 for the fiscal year ending June 30. This was about \$7,000 above 1952, but \$250,000 below 1951.

Net sales amounted to \$19,806,177, as compared with \$16,224,000 for last year, and \$20,005,500 for 1951.

Share earnings amounted to \$2.04, as against \$2.01 last year and \$3.39 in 1951.

Stated Benjamin Simons, president of the Brezner division, which Allied purchased last year, "We look to the future with cautious optimism, and we can expect greater stability from increased diversification resulting from building up the volume of patent side leather as well as from side leathers of the Brezner division." He added that expansion plans have been made for the Brezner division.

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looking
for
better tanning methods



tanners who use CALGON* pre-tan find ...

... that Calgon pre-tan before vegetable tanning yields leather that is lighter and more uniform in color and has a finer, tighter grain.

... that the leather has greater abrasive resistance, greater tensile strength and greater plumpness.

... that Calgon pre-tan removes salt stains.

... that the penetration of vegetable liquor is accelerated, at the same time protecting the stock from strong, astringent liquors.

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NO "TRUCE SLUMP" FOR BROCKTON AREA

The Brockton, Mass., area shoe producers expect to feel no slump or decline due to the recent Korean war truce, according to John E. F. Foote, president of the New England Shoe & Leather Association.

The Brockton area contains a large number of major producers of men's shoes, but only a few local producers are making footwear for the armed forces. While the standing armed forces of the U. S. will still require a substantial number of shoes, the vast majority of Brockton's output will be for civilian use.

Stated Foote, "With the exception of a few factories, all of the local plants are making civilian shoes. The fall shoes have already been purchased according to the needs of the retailers, and I do not believe that these shoes will be cancelled."

Endicott-Johnson Sales Up \$2.5 Million

Sales of Endicott-Johnson Corp. for the first six months of 1953 rose approximately \$2.5 millions above the same period of last year. Sales totaled \$68,965,317, as compared

with \$66,319,800 for the first half of 1952. Incidentally, both first halves were below the first six months of 1951, when sales reached \$75,500,000. This was due chiefly to the heavy military shoe orders that came through that year.

Net income for the first half of this year amounted to \$1,482,588, as against \$1,994,621 for the first half of 1952.

Endicott-Johnson's inventories now stand at \$46,668,805, as compared with \$50,024,973 at the end of the first half of 1952, and \$54,718,095 at the end of June, 1951.

Endicott-Johnson rates as the second largest shoe producer in the country, with an annual output of around 33.5 million pairs.

Wilner for Wedgie Heels

the largest
manufacturer
of quality
wedgie heels
in the world



Middletown Rubber Re- ports Success With Vinsol

The Middletown Rubber Corp., Middletown, Conn., reports outstanding success with its new product, Vinsol, a vinyl-coated material for soles on soft-soled slippers. The new type soft sole was developed to provide a material of suitable wear and flexibility not provided by pyroxylin-coated soling materials, according to the manufacturer.

The new soling was developed after a year of experimentation. Recently tested in relation to three other types of soft soling by the U. S. Testing Co., Inc., the Laboratories reported that the Vinsol soling "has superior resistance to abrasion and flexing." The soling comes in a variety of colors.

Half Million Hides Leave The U. S.

For the first five months of 1953 there has been a net export of 589,000 cattle hides from the U. S. For the same period of last year there was a net import balance of 350,000 hides for the U. S.

In May alone 154,000 U. S. hides left the country, going principally to Japan (59,000), Yugoslavia (40,000) and Canada (35,000).

For calf and kip skins, the U. S. position is better for the first five months, showing a net import balance of 300,000. Exports amounted to 503,000 skins as against imports of 802,000. Japan continues to be the chief buyer of these. Both imports and exports of U. S. calf and kips are substantially above the same period of 1952.

The five-month total for goat and kid skin imports are 15,093,000, as against 9,587,000 for the same period of last year.

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with INDIAN-TAN,
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"Celastic"* Box Toes Give Lasting Comfort

At work, at play and in the home — from the heaviest men's work shoes to women's high style footwear — "Celastic" box toes give the kind of toe comfort that leads to repeat sales.

The bond made by "Celastic" between doubler and lining forms a light yet extremely durable toe. "Celastic" gives shoes built-in wrinkle-free comfort in the toe area that the retailer and his customers can count on. Every shoe made with "Celastic" gains in style preservation and toe comfort at surprisingly little cost.

UNITED SHOE MACHINERY CORPORATION
BOSTON, MASSACHUSETTS

Smooth Toe Linings — Mr. Charles Kenney, a member of the Boston Fire Department assigned to Rescue Company No. 3, says: "I wore these shoes on duty and off in all kinds of weather and never had a moment's discomfort from loose linings in the toe"



*"Celastic" is a registered trade-mark of the Celastic Corporation

LEATHER INDUSTRY IMPROVES SAFETY MARK

In 1952 the leather industry showed a marked improvement in its safety record over 1951, according to a report just released by the National Safety Council.

The leather industry showed a drop of 26 percent in the severity rate (time discharges, in days, per 1,000 man-hours). The leather industry severity rate of .80 compared with .88 for the average of 40 basic industries included in the study.

However, a decline of only one percent occurred in the frequency rate (disabling injuries per 1,000,000 man-hours) for the leather industry as compared with 1951. The leather industry's frequency rate of 12.30 was substantially higher than the 8.40 rate as averaged by all industries combined. The leather industry rated 25th in a list of 40.

New Mudguard Application By Ouimet

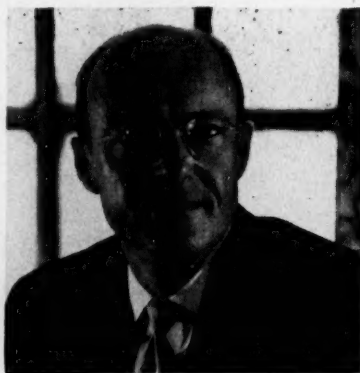
A new method of applying its Forma-Gard novelty mudguard to cement process shoes has been introduced by the Ouimet Stay & Leather Co., of Brockton, Mass., and Nashville, Tenn.

Forma-Gard, introduced last year on men's sport shoes, has been up to recently applied by hand, which slowed the manufacturing process and discouraged some shoe producers from using it.

However, new equipment now available allows the application of Forma-Gard mechanically at a speed of up to 70 dozen daily by inexperienced operators. The process, according to the manufacturer, perfects the hug of the Forma-Gard to the shoe upper.

The new application will be demonstrated by the Ouimet firm at its exhibit at the forthcoming Allied Shoe Products Show in New York.

Heads Calco Branch



Milton H. Mettee, III, has been appointed Branch Manager, Metropolitan Sales District of the Calco Chemical Division, American Cyanamid Co., according to J. L. Naylor, Manager Dyestuff Department.

New Patent Effect In DuPont Vinyl

DuPont has introduced an entirely new patent leather effect with its Fabrilite vinyl plastic, described by the company as "the most promising development for shoes to come out of our coated fabrics laboratory in recent years." Named Bellini, the material is free of the objectionable "clothiness" found in present-day fabric-backed materials, according to DuPont. Bellini is supplied in continuous rolls, not sheets.

Some of the outstanding features: retention of "like new" appearance; high resistance to crazing, flex-cracking, crocking, scuffing and abrasion; excellent shape retention; easy cleaning with soap and water (no special cleaners or restorers are needed).

The material is being distributed by Phillips Premier Corp., Boston, which will display Bellini at the forthcoming Allied Shoe Products Show in New York.

U. S. Rubber Footwear Co. Reports Boom

Edward T. McGrath, public relations director of the U. S. Rubber Co. Footwear Plant at Naugatuck, Conn., reports that business at the plant is "booming beyond expectations." Orders have been holding up well, he said, requiring the company to tap an increasingly wider area for needed labor.

McGrath said that the volume of orders on rubber-canvas sport and playshoe footwear has remained so high that the plant has been unable to make the changeover at the usual rate to waterproof or winter rubber footwear production. Ordinarily the switchover is made about this time to produce inventory for fall-winter orders.

Business is so good, said McGrath, that the company would like to have about 6,000 employees on its payroll, but has been unable to hire enough to reach that number from the available labor pool.

Army Data Available On Foot Measurements

The Army Quartermaster Corps has prepared a bibliography of available literature on foot measurements to help develop properly designed and comfortably fitting shoes.

Some 70 different titles are listed, each with a condensed abstract of the material covered. Subjects covered include: methods and results of foot-measuring studies; statistics of the human arch under body weight; and foot measurements in relation to shoe design.

The price is 50 cents. The copies can be obtained by writing the Office of Technical Services, U. S. Dept. of Commerce, and specifying "PB 111-097, Measurements Of The Foot."

**NOTHING
SURPASSES
GENUINE
LEATHER**



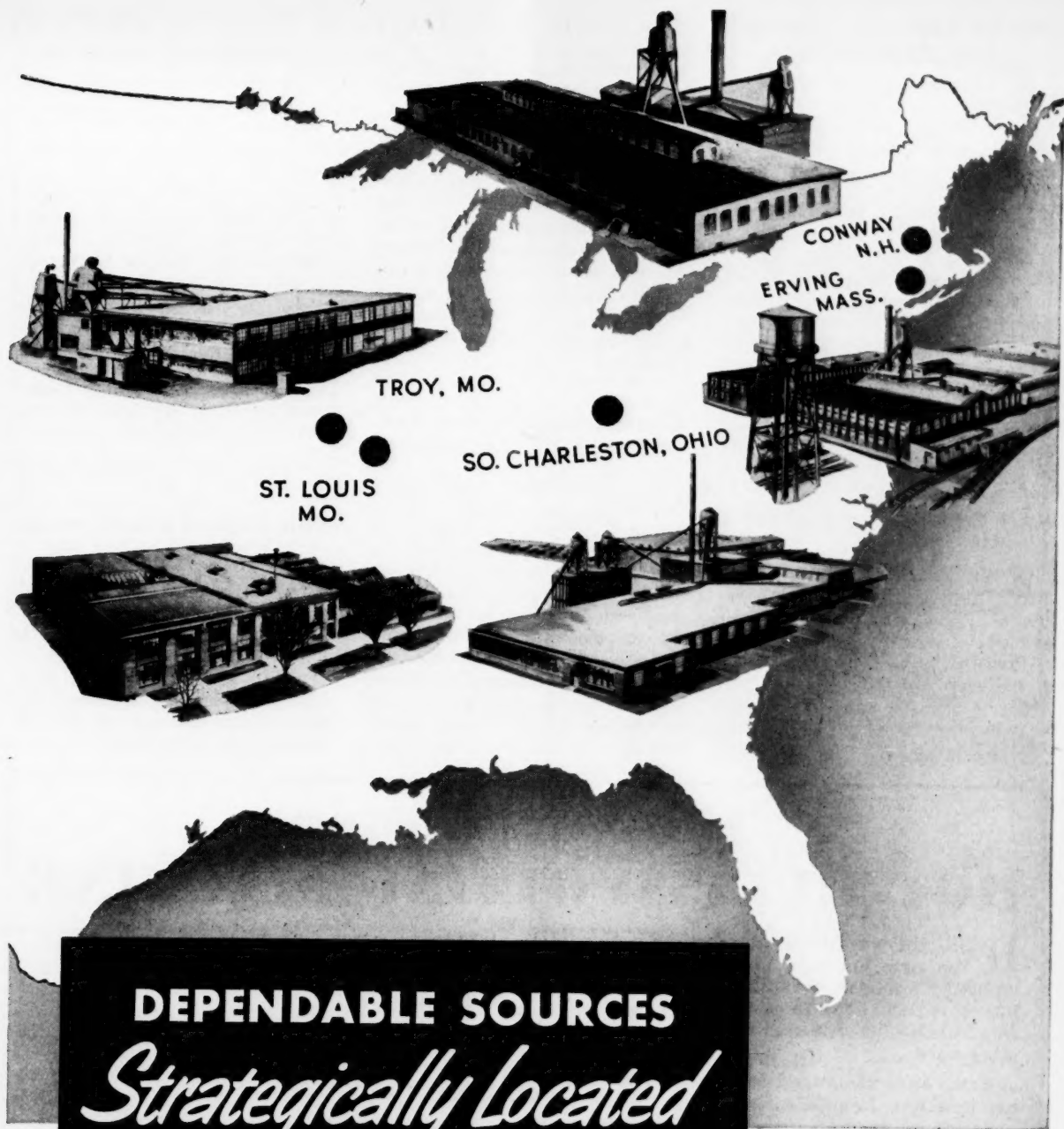
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FULL CHROME LAMBSKINS WITH COMBINATION TANNAGES TO MATCH.
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Brown Reported Holding 51% Regal Stock

An unconfirmed report says that Brown Shoe Co., St. Louis, now holds a controlling 51 percent of Regal Shoe Co. stock. Officials contacted at Regal Shoe had a "no comment" reply to the report. Clark Gamble, president of Brown Shoe Co., also stated "no comment" when contacted.

According to the report, Brown Shoe officials say they have no desire to effect a complete merger, but intend to have Regal operate as an unconsolidated subsidiary of Brown Shoe Co. However, under Massachusetts law, which requires a two-thirds share of stock holdings, there can be no legal merger. General Shoe Corp. holds approximately one-third of Regal stock.

"Art Of Coloring Leather" By Calco

An excellent brochure entitled "The Art Of Coloring Leather" has been issued by the Calco Chemical Division of American Cyanamid Co.

Prepared by K. E. Garverick and E. I. Stearns of the company's research division, the informative booklet states that the purpose is to show "the relation of the art to the science

so that the leather colorist will have a clear understanding of the principles involved and therefore be better able to utilize the dyes with which he daily comes in contact."

The booklet discusses basic differences in colors, mixtures of dyes, leather dyes for penetration, adjusting shades, correction of off-color lots, formulation of new color matches, and numerous other aspects important in modern leather coloring.

Copies may be obtained by writing for Calco Technical Bulletin No. 829, at the company's offices at Bound Brook, N. J.

Consolidated Rubber And Plastic Co. Expands

The Consolidated Rubber and Plastics Co., Inc., Melrose, Mass., makers of platform and composition soling materials, have announced an expansion plan to handle their increasing business. A new, modern plant with latest type of machinery and equipment will soon be in operation. The new plant will enable Consolidated to increase production and improve deliveries. The company also maintains a modern testing laboratory.

DANGEROUS WEAPON

The U. S. Court of Appeals has ruled that shoes are dangerous weapons — especially when they are on the feet and "when they inflict serious injuries."

Two Washington, D. C. men, Claude Medlin and Jesse House, were brought before the court, charged and convicted of assault "with a dangerous weapon" — inflicting injuries upon the victim by kicking.

The court ruled that while the legal defense "contends that shoes on feet are not dangerous weapons, we think they are—at least when they inflict serious injuries."

New England Shoe Foremen Hold Clambake

The sixth annual clambake and golf tournament of the New England Shoe Foremen's & Superintendents' Association will take place August 8 at the Haverhill Country Club. Charles Christopher of Selby Shoe Co. is again chairman of the committee handling the affair.

The New Boston HOT-MELT SPOTTING MACHINE

DESIGNED exclusively for the application of the new hot-melt spotting cements—for attaching wood, steel or fibre shanks; for spotting heel tucks; for spotting platforms to split wood heels; for attaching dutchman and many other uses.

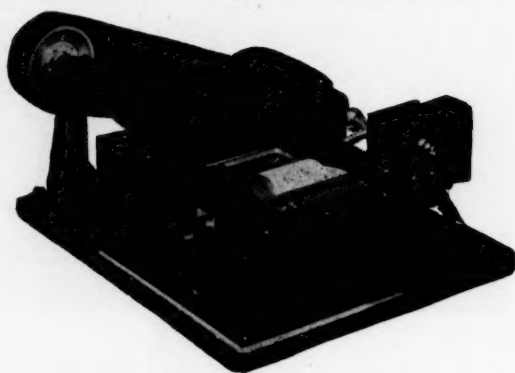
Fast, safe, clean and economical, this new machine has these features:

Motor does not start until the melt is at workable temperature.

Bearings are all inside and are self-lubricated.

Sensitive thermostatic control holds the melt at correct operating heat level.

Aluminum fins deliver heat rapidly and uniformly to the body of the melt.



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Dallas, Texas	Whitman, Mass.	Columbus, Ohio	Chicago, Ill.	Kitchener, Ont.	Woodridge, N. J.
Johnson City, N. Y.	Cincinnati, Ohio	Milwaukee, Wis.	St. Louis, Mo.	Los Angeles, Cal.	

LEATHER MARKET CONTINUES SLOW BUT BUYER INTEREST STRONG

Fluctuating Raw Stock Market Keeps Buyers and Sellers Guessing

Tanners report continued strong interest in leather but find buyers reluctant to make decisions. "Everybody's looking but few buying," burden of tanners song. Meanwhile production slows.

Sole Satisfying

Some fairly good orders placed early in week. Prices firm. Many off-price offers rejected. Up to 53c asked for 10 iron and up bends. 9-10 iron bends bring up to 56c with 57c asked by some. Medium bends reported at 65c and down but around 61c usual trading area. Light bends slow with up to 70c asked, buyers reluctant to go much above 68-69c. Tanners hope for steady hide market, feel it will bring larger sales almost immediately.

Sole leather tanners of Philadelphia report that business has not as yet hit its stride, after the vacation slump. Prices are unchanged. Tanners haven't raised them, but then neither have they been forced to make any decrease. No. 1 medium weight factory bends are currently quoted at 63c. Bellies go at 28c, heads at 16c. Findings are practically dead.

Offal Still Mixed

Buyers show strong interest in bellies but hold off buying as hide market wavers. Up to 30c paid for best tannage bellies in small lots. Many offers at less than 30c turned down as tanners cling to belief market will be stronger. Small inventories in hands of shoemen bolster tanners' position. Less desirable leather brings a variety of prices below 29c. Fore shanks slow at 20-22c; hind shanks get a few orders at 25c and down. Double rough shoulders quiet with up to 55c paid for best lights. Mediums bring up to 52c; heavies up to 50c. Single shoulders continue quiet.

Calf Active

New calf orders fair to good, depending upon tannage. New price lists hold firm to strong against repeated lower offers from buyers. Women's top grades in small leather widely wanted between 72c and \$1.00. Regular skins bring between 60c and 94c for top tannages, slightly less for so called volume leather. Men's blacks sell easily at \$1.08 and down with around 75c the bottom. Men's colors in fair demand at \$1.10 and down with 85c-95c accounting for most business done.

Prices and Trends of Leather

KIND OF LEATHER	THIS WEEK	MONTH AGO	YEAR AGO	1952 HIGH
CALF (Men's HM)	77-1.10	80-1.10	73-1.00	85-1.10
CALF (Women's)	67-95	70-99	70-91	80-1.03
CALF SUEDE	70-1.05	75-1.10	80-95	85-1.10
KID (Black Glazed)	55-90	75-90	75-90	75-90
KID SUEDE	48-91	80-96	80-92	80-96
PATENT (Extreme)	55-60	54-59	40-47	56-60
SHEEP (Russet Linings)	20-32	18-32	17-28	18-32
KIPS (Combination)	54-61	58-62	49-57	56-60
EXTREMES (Combination)	49-53	52-56	46-53	54-56
WORK ELK (Corrected)	39-43	38-42	36-46	38-46
SOLE (Light Bends)	66-69	68-72	67-72	65-70
BELLIES	27-30	27-29	25-26	26-27
SHOULDERS (Dble. Rgh.)	51-55	52-56	50-55	50-55
SPLITS (Lt. Suede)	33-39	33-39	30-38	35-39
SPLITS (Finished Linings)	18-22	18-22	21-23	24-26
SPLITS (Gussets)	16-17	14-16	16-18	18-20
WELTING (1/2 x 1/4)	7 1/2 - 7 3/4	8	8	8
LIGHT NATIVE COWS	18-18 1/2	20 1/2	18 1/2-19	17 1/2-18

All prices quoted are the range on best selection of standard tannages using quality rawstock.



SOLE LEATHERS
BENDS, BACKS, CROPS, HEADS
SHOULDERS, BELLIES, SHANKS, Etc.

OUTSOLES
MEN'S • WOMEN'S • BOY'S
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IN ALL GRADES AND WEIGHTS

Headquarters for Sole Leathers
Complete line of leather INSOLES
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SHOE SPLITS: Grain finished for mellow chrome uppers . . . Retan for soles . . .

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126 W. OREGON ST. MILWAUKEE

Suede calf gets fair call at about \$1.05 and down.

Sides Mixed

New side leather business difficult to obtain this week as buyers watch hide markets again. Some shoemen willing to buy at a price but tanners hold firm as a rule. Heavy combination extremes quoted at 53c and down with little new business done. In the upper 40s there is plenty of leather available in lighter weights. Large combination leather sells in the middle and low 40s. Kips get fair call at 55c and down; some tannages ask several cents more.

Chrome sides very quiet with quotations varying widely. Good retan quoted at 43c and down; business slow. Work shoe elk brings up to about 40c in reported sales with up to 42c quoted.

The demand for glove tannage extremes continues strong. From 56c down paid for the best. Nearer 50c for less desirable leather. Large glove type brings about three cents less than extremes.

Sheep Leathers

Garment sheep enjoys excellent run. This week found new business satisfactory with up to 40c paid for suedes. Quotations of 42c heard, but best call for leather below 38c. Garment grain sheep brings 34c down to about 30c.

Russet linings bring up to 32c, with up to 34c quoted for best boot linings. Most lining demand for leather at 23 to 27c. Colored vegetable linings moved moderately at 24 to 27c earlier in week. Good demand for chrome linings at around 30c with up to 34c quoted.

Hat sweat and novelty sheep temporarily quiet.

Splits Steady

Heavy suede sheep very firm at 42c and down with some tannages asking up to 44c. Light suede brings a variety of quotations, according to worth, and worth varies widely. Up to 38c quoted by one leading tanner. Others have a 35c top.

Finished lining splits bring 22-20-18c as last week. New business fair. Gussets slow at around 14-16c. Heavy flexible innersole bends quoted at 35-40c. Light bends found moderate business at 30c and down to about 26c.

Welting

Regular Goodyear leather welting, $\frac{1}{2} \times \frac{1}{8}$, sells steadily at $7\frac{1}{2}c$ with up to $7\frac{3}{4}c$ asked. Specialties very

well received and production steady. Plastic had poor week but this not surprising after big months passed. Synthetic welting continues steady in the stitchdown field.

Kid Fair

Kid leather tanners of Philadelphia report that business is spotty, but not too bad for this time of the year. Black suede is still very good. Glazed is "pretty good" in black. Many tanners are starting samples in glazed, in a variety of colors. They are hopeful that the Spring season in colors will be much better than last year. Slipper is not too bad. Brown is selling to some degree to manufacturers of men's Romeo type slippers and to cowboy boot manufacturers, for the uppers. Crushed is described as very bad right now, and satin mats are considered dead. Prices are holding fairly well. Raw skins are firm, and very high for any good quality skins.

Average Kid Prices

Suede 32c-96c
Glazed 25c-\$1.00
Linings 25c-55c
Slipper 25c-60c
Crushed 35c-75c
Satin Mats 69c-98c

Belting Drags

Belting leather prices are just as they have been for several weeks. Butt bends are quoted at 1.09 for No. 2 ex light, 1.04 light and 96c medium. No. 3 lights remain at 99c with mediums quoted at 91c. Shoulders are quoted at 87c for No. 1 light and medium, and 55c ex heavy.

Curriers say that business has shown a slight increase since the ending of vacation. However, curriers say that orders have been spotty, and one or two good days may well be followed by another slack. Prices are unchanged since last quoted.

AVERAGE CURRIED LEATHER PRICES

Curried Belting	Best Selec.	No. 2	No. 3
Butt Bends	1.30-1.35	1.25-1.31	1.13-1.27
Centers 12"	1.61-1.64	1.51-1.55	1.39-1.45
Centers 24"-28"	1.56-1.58	1.49-1.58	1.40-1.53
Centers 30"	1.47-1.52	1.41-1.57	1.41-1.43
Wide Sides	1.21-1.25	1.15-1.21	1.05-1.14
Narrow Sides	1.15-1.17	1.10-1.13	1.00-1.07

Premiums to be added: Ex Light, plus 5c-10c; Light, plus 7c; Heavy, minus 5c-10c; Ex-Heavy, minus 5c.

Glove Leathers Active

The Tanneries are all busy but a huge portion of their output goes to interests outside the Glove business. Garment leather accounts for the largest portion of the shipments.

Demand for Glove leathers is picking up. Chain store orders are in and

the independents are starting to buy. Price is still the main consideration.

Leather prices are firm with some advances in the making. Pigskins are quoted at \$1.00, 80c, 60c, 50c, 35c and 22c. A Table run with the tops and bottoms out sells for 55c to 60c. Black hairs sell from 85c down to 22c. Cabrettas are quoted at 75c, 70c, 65c, 57c, 47c, 37c, 30c and 22c. The top grades are slow. Other grades move easily. Deerskins are quoted from 65c down but the demand is limited. Goatskins are also slow with a wide range of prices between the European and South American varieties.

Work Glove Steady

Business seems to be going along in steady fashion in work glove leather. There has been a good volume of bookings again this week in regular trade channels and some tanners are maintaining a well sold up position. As a result, prices are holding firm at lately prevailing levels. LM weight work glove splits are selling at 17c for No. 1 grade, 16c for No. 2 grade and 15c for No. 3 grade. Sales of M weight were reported at 18c for No. 1s, 17c for No. 2s and 16c for No. 3s.

Garment Unchanged

Some sales of horsehide garment leather were reported at unchanged prices ranging 42-44c and down for good tannages. Several advices have stated that more horsehide garment leather could be sold were it not for the fact that tanners are not always able to provide supplies for the delivery dates specified. Sheepskin garment leather is still wanted and some additional business has been done at steady prices ranging 36-38c down for good tannages and as high as 40-42c down for very choice suede. Grain finish brings mostly 34-36c and down. Very good tannages of cowhide garment leather have brought 38c and down and others have sold at 34c down.

Bag, Case and Strap Dull

Case leather is now considered not over 41c for 2-2½ ounce and around 43-44c for 3-3½ ounce. Russet strap leather has dropped a couple of cents from previously quoted levels. Grade A now listed as follows: 4/5 ounce 51c, 5/6 ounce 53c, 6/7 ounce 55c, 7/8 ounce 57c, 8/9 ounce 59c, 9/10 ounce 62c and 10/11 ounce at 65c. There has been a little tightening up in discounts on lower grades, Grade B now only 2c under Grade A and Grade C about 4c less.

Tanning Materials Dull

Demand for raw tanning materials spotty — market dull. Extracts are firm and unchanged. Tanning Oils quotations maintain steady position.

Raw Tanning Materials

Divi Divi, Dom., 48% basis shp't, bag...	\$72.00
Wattle bark, ton "Fair Average"	\$100.00
..... "Merchantable"	\$ 97.50
Sumac, 28% leaf	\$120.00
Ground	\$110.00
Myrobalans, J. 1's Bombay	\$45.00
Sorted	\$48.50
Genuinea	\$50.00
Crushed 42-44%	\$62.50
Valonia Cups, 30-32% guaranteed	\$58.50
Valonia Beards, 40-42% guaran- teed	\$77.00-78.00
Mangrove Bark, 30% So. Am.	\$58.00-59.00
Mangrove Bark, 38% E. African.	\$75.00-76.00

Tanning Extracts*

Chestnut Extract, Liquid (basis 25% tannin), f.o.b. plant	
Tank cars	4.40
Barrels, c.l.	5.30
Barrels, l.c.l.	5.65
Chestnut Extract, Powdered (basis 60% tannin), f.o.b. plant	
Bags, c.l.	11.28
Bags, l.c.l.	12.00
Cutch, solid Borneo, 55% tannin08½
Hemlock Extract, 25% tannin, tk. cars f.o.b. works0625
bbls. c.l.06½
Oak bark extract, 25% tannin, lb. bbls. 6¼-6½, tks.06½
Quebracho Extract:	
Solid, ord., basis 63% tannin, c.l. .11	31/64
Solid clar., basis 64% tannin, c.l. .12	3/16
Wattle extract, solid, c.l., East African 60% tannin10
Wattle extract, solid, c.l., South African 60% tannin10
Powdered super spruce, bags, c.l. .05½; l.c.l.05½
Spruce extract, tks. f.o.b. wks.01½
Myrobalan extract, solid, 55% tannin ..	.07½
Myrobalan extract, powdered, 60% tan- nin10
Valonia extract, powdered, 63% tannin	.09½
Quebracho Extract, Powdered, Swedish spray dried, 76-78% tannin16½
Wattle Extract, Powdered, Swedish, 73% tannin15½
Powdered Spruce, spray dried, Swedish	.04
Myrobalan, Swedish, Powdered 68-70% ..	.11½
Oakwood, Swedish, solid, 60-62%11½
Oakwood, Swedish, powdered, 64-66% ..	.12
Larchbark, Swedish, solid, 54-56% ..	.11½
Larchbark, powdered, Swedish spray- dried, 58-60%12½

Tanners' Oils

Cod Oil, Ndd., loose basis, gal.90-.95
Cod, sulphonated, pure 25% moisture .13-.13½	
Cod, sulphonated, 25% added mineral .12	
Cod, sulphonated, 50% added mineral .10½	
Castor oil, No. 1 C.P. drs. l.c.l.25
Sulphonated castor oil, 75%22½
Linseed oil, tks., f.o.b. Minn.14
drums15½
Neatsfoot, 20° C.T.31
Neatsfoot, 30° C.T.29
Neatsfoot, prime drums, c.l.15½
l.c.l.17½
Neatsfoot, sulphonated, 75%16½-.17½
Olive, denatured, drs. gal.	2.20
Waterless Moellon14
Artificial Moellon, 25% moisture13
Chamois Moellon, 25% moisture11-.12
Common degrass16-.18
Neutral degrass30-.31
Sulphonated Tallow, 75%11-.12
Sulphonated Tallow, 50%07-.08
Sponging compound13-.14
Split Oil11-.12
Sulphonated sperm, 25% moisture14-.15
Petroleum Oils, 200 seconds visc., tks., f.o.b.16
Petroleum Oils, 150 seconds visc., Tks., f.o.b.15
Petroleum Oils, 100 seconds Visc., tks., f.o.b.14

*Imported Extracts are plus duty.

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KOREAN TRUCE SLOWS TRADING AS CAUTION HITS HIDE MARKET

*Some Downward Price Pressures at Work But
Packers To Wait and See*

Packers Cautious

Due to the prevailing uncertainty about the Korean situation new trading was slow to get under way in the big packer hide market this week. Buyers were very cautious about making new commitments, and many were inclined to revise their ideas downward by a half cent and even a full cent on various selections as they were not anxious to make new purchases.

Packers also were inclined to wait but by mid-week were putting out new lists of offerings comprised of practically all selections and asking steady prices. Late in the preceding week, it was confirmed that several selections brought an additional half cent advance, heavy native steers selling up to 16½c, light native steers up to 18c and butt branded steers at 14c. Interest shown early this week at a half cent less for these selections as well as others on the list was decidedly limited as many buyers named ideas a full cent lower on a

number of selections such as light native cows and branded cows. There was some doubt, however, that packers would make this large a concession from their asking prices.

In recent weeks, packers have maintained a well sold up position despite a very heavy kill. Evidence of their sold up position was contained in the pack dates on the new offerings. About 80% of the hides offered involved running packs into the kill and many of these packs will not be closed until next week or early in August. Because of this condition, the market is able to resist weakening influences for a time at least. An example of the steady position of the market was the sale of two cars of St. Louis bulls Tuesday by a big packer at 11c for natives and 10c for brands.

Independents Moving

Since the previous review, Packers' Assn. sold 1,000 butt branded steers

at 14c and 600 bulls at 11c basis natives. A large independent Iowa packer late in the preceding week also sold a car of butts at 14c and a couple cars of heavy native steers at 16½c. Other sales were also noted at the going market prices. In the New York market this week, packers sold a couple cars of heavy native steers at 17c and another car of butts at 14c. Earlier, one packer sold 1,350 Baltimore light hides at 19c for natives and 16c for brands and 900 heavy hides at 17c for natives, 14c for butts and 13½c for Colorados; 18c for heavy cows and 16c for branded cows. The eastern packers are able to obtain ½c premiums over the mid-western market on some selections due to a saving in freight costs to the buyers.

Small Packers Lazy

Following a fair volume of business done in the preceding week, new trading was slow to develop in small packer hides this week. Tanners named ideas about a half cent to a cent lower than previously paid levels, while small packers were holding for steady prices. Midwestern 50-52 lb. avg. allweights were reported obtainable at last trading levels of 15½-16c selected fob. shipping points, the top price also paid for some regular 48-50 lb. avg. hides but tanners were slow to duplicate these prices. At mid-week, the market appeared to have a softer undertone as it was reported that a car of 48-49 lb. avg. small packers sold at 15c selected and a car of good 48 lb. avg. at 15½c selected fob. shipping points. Late in the preceding week, a car of 48 lb. avg. Oklahoma thin cows sold at 14½c fob. Previous trading in the southwest involved 43-45 lb. avg. small packers at 16c, 40-41 lb. avg. at 17c and Texas 39-40 lb. avg. at 18-18½c flat fob. shipping points.

HIDE FUTURES

COMMODITY EXCHANGE, INC., FUTURES MARKET

	Close July 30	Close July 23	High For Week	Low For Week	Net Change
October	16.70T	17.20B	16.80	16.70	-50
January	15.95T	16.38T	16.11	15.95	-43
April	15.61T	15.93B	15.61	15.61	-32
July	15.30	15.55B			-25
October	15.04T	15.18B	15.10	15.04	-14
January	14.70T	14.86N			-16
Total Sales: 216 lots					

HIDE AND SKIN QUOTATIONS

	Present	Week Ago	Month Ago	Year Ago
Heavy native steers	16 -16½	16	15	17
Light native steers	17½-18	17½	18	19
Ex. light native steers	20½-21	20½-21	21	21
Heavy native cows	17½-18½	17½-18½	17½-18½	18½
Light native cows	19	19	19 -19½	18½-19
Heavy Texas steers	13½-14	13½	13	14½
Butt branded steers	13½-14	13½	13	14½
Light Texas steers	15½	15½	15½	17
Ex. light Texas steers	18½	18½	18½	19½
Colorado steers	12½-13	13	12	13½
Branded cows	15½-16	16	15½-16	16 -16½
Native Bulls	10½-11	10 -10½	10½	10½-11
Branded Bulls	9½-10	9 -9½	9½	9½-10
Packer calfskins	47½-50	45 -50	50 -57½	37 -45
Packer kipskins	26 -33	25 -31	30 -36	30 -40

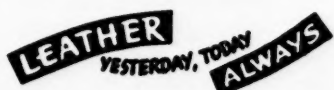
NOTE: Price ceilings have now been completely ended by the government. All remaining goods and services have been removed from price controls. All regulations winding up controls require that applicable records be held until April 30, 1955.

Country Hides Slow

Although some mixed country allweights containing about 25% renderers sold at 12-12½c flat trimmed fob. shipping points for 50-52 lb. avg. hides, offerings of additional supplies at the top price later had no takers and latest sale reported involved one car at the lower figure. Best price paid for locker-butcher hides free of renderers lately has been 13c while renderer hides alone ranged 11½-12c. Glue hides moved in a range of 9½-10½c fob. and country bulls at 7½c fob. in carlots. Some glue hides

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were later offered at 10c and 9 $\frac{1}{2}$ c seemed to be best bid.

Calfskins Unchanged

There has been very little change in the market for calfskins as big packers have been slow to put out new offerings. Prices remain nominally unchanged at last reported trading levels of 47 $\frac{1}{2}$ c for St. Louis and River heavy and light while Wisconsin allweights previously sold at 50-47 $\frac{1}{2}$ c for heavy and light. Kip and overweights were firmer at 33-28c for northern and 31-26c for southern. One big packer sold 4,000 northern overweight kip at 28c this week. In the absence of trading, big packer regular slunks were nominally ranged at \$1.85-2.00. Some large hairless sold at 85c. There was little change in the situation regarding small packer and country skins. Small packer allweight calf remained unchanged around last reported trading levels ranging 38-40c and kip at 25-28c for carload lots. Country calf last sold at 23-24c and some now ask 25c while country kip last brought 20-21c in carlots.

Horsehides Cautious

Some additional business in good northern slaughterer whole hides has been reported in the range of \$10.50-11.00 trimmed fob. shipping points while \$11.50-12.00 was last paid for untrimmed hides, fob. These prices seem to be buyers' limits and it is stated in some quarters that some tanners are inclined to talk lower. Dealers have not been aggressive buyers of whole hides lately due to a slower market for cut stock. Fronts have met with more price resistance and northern were reported difficult to move at asking prices within a range of \$7.75-8.25. Butts, 22" and up, have not been easy to move at better than \$4.00 and this price was last reported paid.

Sheep Pelts Firming

The market for big packer shearlings has been somewhat firmer of late. There is a good demand and packers are finding supplies coming forward are smaller than expected in some instances. Latest sales by one big packer of No. 1 shearlings were at \$2.25-2.50-2.60 as to quality of lots sold. Another packer reported selling good No. 1s at \$2.60 and even obtained \$2.75 for very choice lot from mouton fur tanners. Some fall clips sold at \$3.00. The market for July lamb pelts has held steady around \$3.20-3.30 per cwt. liveweight basis for better quality westerns.

Offerings of August productions by large midwestern independent packers are awaited. Some late sales of No. 2 shearlings were reported at \$1.75 and No. 3s at \$1.15. The market for full wool dry pelts is considered about steady at 28-29c fob. Pickled skins seem to be firmly held and latest reported sales of good clear lambs were in the range of \$17.00-17.50 per dozen, as to productions, and a good demand continues around these levels.

Reptiles Varied

Prices are about unchanged on wet salted Agra and Bengal back cut lizards and whip snakes with buyers admitting that it is not easy to buy them at any reductions. Some reports that it has been difficult to get shipments out of Pakistan of wet salted Bengal lizards and that may account for lack of recent offerings.

A small lot of wet salted Agra back cut lizards, 9 inches up, averaging 10 inches, 80/20 selection, sold at 28c and more available while other shippers were asking 23c for 8 inches up, averaging 9 inches and 29 $\frac{1}{2}$ c for 9 inches up, averaging 10 inches, 80/20 selection. Following some late sales, further offerings of bark tanned water snakes, 3 inches up, averaging 3 $\frac{1}{2}$ inches, 70/30 selection, at 9c failed to interest buyers. Alum tanned water snakes, 2 $\frac{1}{2}$ inches up, averaging 3 inches, 70/30, offered at 8c and 3 inches up, averaging 3 $\frac{1}{4}$ inches, at 11c, but there is no buying interest. Alum tanned ramgodies, 10 inches up, averaging 13/14 inches, 70/30 assortment, offered at 11c and wet salted available at 12c. Some further sales in Brazil back cut tejus, 15/60/25 and 20/60/20 assortment, at 70c fob., but the season is drawing to a close and not many offers being received. Some 17/19 centimeters sold at 25c, fob. Giboias and chameleons are quiet. A spot lot of Java ring lizards, 25 centimeters and up, averaging 30 centimeters, 50/50 assortment, offered at \$1.40.

Deerskins Quiet

There has been but little change in the market. Selling quarters report a little business in Brazil "jacks" at 56-57c fob., basis importers. Not many offers being received and some shippers still have higher views. New Zealand market is unchanged as there have been no late offerings. Buyers consider the Siam market too high. Last confirmed sales Honduras at 40c c&f.

Sheepskins Stagnant

Very little business passing as most buyers seem to be out of the raw stock markets. In hair sheepskins, offerings were reported of Brazil cabrettas at \$10.75 fob. for regulars without affecting sales. Specials are not being offered. Other varieties are nominal as most shippers are not offering in view of the lack of buying interest or indications of prices considerably under their views.

The wool sheepskin markets remain firm at origin, resulting in a lack of buying interest here. At the last Australian auctions, Melbourne reported 18,000 skins offered with the market on fine wool firm and others, par to one pence Australian currency lower. At Sydney, 37,500 offered and market for the inferior grades was par to one pence lower while all other descriptions were irregular though generally unchanged.

The shearling market continues slow and nominal. Selling quarters state that what interest there is here is at prices considerably under what shippers claim they are realizing at origin. Buyers here seem to be satisfied with the domestic production, which they figure costs them less than prices asked for foreign skins.

Pickled Skins Mute

There is very little to report in foreign skins. New Zealand season is finished and except for an occasional odd lot here and there, no offerings are expected until the end of the year. Occasional offerings from the Argentine, but asking prices usually above buyers views. The domestic market is about unchanged with late sales of lambs at \$17-17.50 per dozen.

Pigskins Mixed

Some operators in Fulton County are showing interest, others are out of the market. The main difficulty is getting the skins tanned on time for the Fall season. What business has been going on of late has been in leather rather than on raw stock. There were reports of sales Para grey peccaries at under \$1.80, basis mfrs., but some sellers are of the opinion that they could obtain \$1.85 for spot skins but seller wants to include blacks at \$1.50, which is considered too high. Some Peruvian grey peccaries sold at \$2.00 c&f. and blacks at \$1.25 c&f., basis importers. Maranhao peccaries, including 20% blacks, sold at \$1.32 fob., basis importers.

NEWS QUICKS

About people and happenings coast to coast

Illinois

• Chapter XI plan has been confirmed by referee at the **Superior Shoe Co.**, Chicago, it is reported. Under the plan unsecured creditors are to receive 25 percent with 10 percent cash on confirmation and the balance in annual notes of 5 percent for a three-year period at 4 percent interest. Liabilities are listed at \$153,092 with assets at \$81,558.

• The worker's back—one of industry's aching problems—will be highlighted at the opening of the tanning and leather products sessions at the **41st National Safety Congress and Exposition** in Chicago, Oct. 19-23.

Maine

• Creditors of the **Hallowell Shoe Co.**, Hallowell, have agreed to accept a modified Chapter XI plan for payment. Proposal offers to pay secured creditors on a basis and in an amount agreeable to themselves. Unsecured claims below \$100 would be paid in full within one month of confirmation. Unsecured claims over \$100 would receive 35 percent, payable 10 percent cash, the rest in promissory notes.

• **Sebago-Moc Co.**, Westbrook, has published a colorful new catalog and mat sheet illustrating its complete line of Sebago-Mocs for men and women. Three new styles appear in the catalog which is available from the company.

Maryland

• A nurse in Baltimore is suing a downtown shoe store for \$100,000 as the result of an injury she claims was caused by a **faulty pair of shoes**. Mary Yonkovig declared that injury and infection of her left foot required hospitalization and consequently loss of time from work.

Massachusetts

• The **Fobern Shoe Co., Inc.**, Haverhill, makers of play shoes and sandals, has discontinued operations. The company, which has a plant in New Hampshire, has been curtailing production for several months. Benjamin Orlick is head of the company.

• **Vulplex, Inc.**, North Abington manufacturer of shoe lining materials, is adding 5,000 square feet of factory space to its plant. The addition will give the company about 38,000 square feet of space when it is completed about August 15.

• **John Pilling Shoe Co.**, Lowell, is rumored to be preparing for voluntary liquidation of its operations. The company makes juvenile misses', and men's and boys' footwear.

• Meeting of creditors of **Hermal Shoe Co., Inc.**, Everett, is reportedly postponed until August 5. The company makes women's footwear.

• Hearing of confirmation of 15% offer by **Sherman Footwear Co.**, Marlboro, under Chapter XI is reported to have been set for August 10.

Michigan

• **National Hide Association's** membership campaign is bearing fruit. **Edgar S. Keifer Tanning Co.**, Grand Rapids, is the latest addition to the NHA, joining as an associate member.

Mississippi

• **Miles Shoes, Inc.**, a Delaware corporation, has been granted a Mississippi charter and has listed capital stock at \$1,000.

Missouri

• Contract negotiations between **Deb Shoe Co.**, St. Clair, and CIO United Shoe Workers of America were resumed after a 24-hour work stop-

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Represented in U.S.A. by
UNITED FINISH COMPANY, Peabody, Mass.
Special Representative Warner C. Davis

page at the company's plant. Reason for the strike was the union's demand for a union shop, the checkoff and a weekly payday. 240 workers are employed at the plant.

- **Tober-Saifer Shoe Mfg. Co.,** St. Louis, has announced the addition of 1,500 square feet to its plant in New Athens, Ill., bringing the total floor space to 6,000 square feet. Additional machinery is expected to boost production from 1,500 to 2,100 pairs daily. The factory makes the firm's Orchid line of women's slip lasted casuals.

New Hampshire

- A fire at the **Manchester Shoe Trimming Co.,** Manchester, caused damage estimated at several thousand dollars recently. The interior of the plant was gutted by the blaze which lasted over an hour.
- **The Allied Kid Co.,** has begun split tannery operations at the former Harris-Emercy mill in Penacook, and expects to employ more workers in the near future, according to Melvin M. Snider, company head.
- **J. F. McElwain Co.,** shoe manufacturers, Nashua, contributed \$7,500

recently toward the Merrimack Valley Region drive to raise \$200,000 for construction of the State War Memorial-Student Union building at the University of New Hampshire.

New Jersey

- **Metasap Chemical Co.,** Harrison, announces the availability of a new chart describing the company's complete line of stearates, their properties and applications.

New York

- An involuntary petition in bankruptcy has reportedly been filed against **Isidore Kobin,** New York manufacturer of leather novelties.
- Assignee's sale at **D&R Handbag Co., Inc.,** New York City, realized \$3,950.00, it is reported.
- Sale of assets at **Step-Lite Footwear, Inc.,** New York, is reported to have brought \$15,800.
- **Fred H. Lowenstein, Inc.,** New York leather dealer, is reported to have offered unsecured creditors 25% in full settlement; payable 20% in cash and 5% in notes of approximately 1 1/4% each, payable bi-monthly commencing Nov. 1, 1953.

- Chapter XI petition for arrangement has reportedly been filed by **E. Z. Thread Corp.,** New York. The plan offers creditors 100% payment, payable 15% cash, and the balance in 5% monthly notes, it is reported.

- **Merles Jumping Bootery, Inc.,** Rochester, has filed papers with the office of the Secretary of State, changing its name to Baker's Jumping Jack Bootery, Inc.

- First meeting of creditors of **Eastern Footwear Corp.,** Dolgeville, is set for Aug. 10 to consider Chapter XI plan of the corporation. Debtors propose to pay creditors 100% "if petitioner is given sufficient time to carry on its business."

- Voluntary petition in bankruptcy has reportedly been filed by **Newcraft Leather Products Co.,** New York manufacturer of handbags. Schedules list liabilities at \$2,609.00 and assets at \$1,792.00.

Pennsylvania

- Schedules filed in the bankruptcy case of **Joseph B. Singer Co.,** Philadelphia manufacturer of leather gloves, list liabilities of \$36,106 and assets

EYELETS

THE BEST IN EYELETS AND
EYELET SETTING MACHINES

ATLAS TACK CORP.

FAIRHAVEN, MASS.

KORN LEATHER COMPANY

TANNERS OF

Splits

FOR EVERY PURPOSE

Side Leather

MEN'S AND WOMEN'S
IN THE POPULAR PRICED RANGE

PEABODY, MASS., U. S. A.



EAGLE

Corrected Grain
Elk Sides

OTTAWA

Corrected Grain
Elk Sides

MERICAN WOLVERINE PRINTS

Full Grain
Prints

Corrected Grain

HAVEN SIDES ROAMER SIDES

Chrome

Combination

SKUFNO

TUFTOE

FLEXIBLE SPLITS

SALES OFFICES IN PRINCIPAL CITIES

EAGLE-OTTAWA LEATHER COMPANY, GRAND HAVEN, MICH.

of \$14,159, it is reported. Trustee elected under bond of \$3,000.

Rhode Island

• **Moore Fabrics** of Pawtucket has appointed **R. D. Northrop Co.**, Boston, as advertising agency for the firm, according to company president John V. Moore. The agency will concentrate on promotion of Flex-Gore Cord Edge, Moore's going for shoes.

Tennessee

• Federal Trade Commission has issued a directive to **General Shoe Corp.**, Nashville, to cease and desist certain representations in the sale of its shoes. The order dealt specifically with "foot health" claims made for "Storybook Shoes" and "Acrobat Shoes."

Wisconsin

• Two Milwaukee leather firms suffered damage during a recent fire which swept through a three-story factory on the city's North Side. **The Badger Leather Co.** and **Edwards-Gean Mfg. Co.** both were damaged in the fire which involved three other companies and caused damage estimated at \$400,000 while injuring three firemen.

Canadian Notes

• **Imports of raw hides and skins** increased to \$2,235,000 in first four months of 1953 compared with \$1,832,000 in 1952 and unmanufactured leather rose to \$3,273,000 against \$2,283,000, with manufactured leather reaching \$3,676,000 against \$2,201,000 last year.

• **Inventories of Canadian leather tanneries** are continuing to decline this year, Canadian Government's latest survey reveals, indicating such stocks dropped to 92.5 in April against 92.7 in March, 92.8 in February and 93.3 in January, based on 1947 being 100, with last year having shown 124.9, 119.4, 106.5 and 104 in first four months.

Value of shipments of leather tanneries also dropped to 67.7 in April against 76.2 in March, 69.8 in February but above 65.9 in January or 60.8 in April last year.

• The assets, including stock, shoe machinery, etc., of **The Toronto Slipper Manufacturing Co., Ltd.**, Toronto, Ont., are being sold by tender by the trustee of the estate, George F. Glatt, CPA.

• There were 20,941 employees engaged in the **leather footwear industry** at May 1 this year and their average weekly salaries and wages advanced to \$40.31 against \$38.47

a year ago on this date, Canadian Government reports.

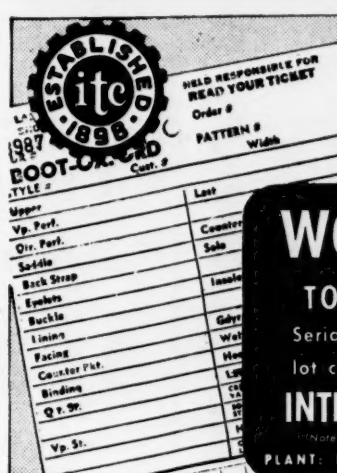
Employment dropped to 128.1 on May 1 against 129.4 on April 1, though still above the 117 on May 1 last year, based on 1939 being 100, with payrolls declining to 329.9 on May 1 against 336.6 on April 1 but above the 287.5 on May 1 last year. Of 20,941 employees on May 1, 11,262 were men and 9,679 women or 53.8% men and 46.2% women.

SUEDE CALF

KID SUEDE CARR-BUCK GRAIN CALF

CARR LEATHER CO.

183 Essex St., Boston, Mass.—Tanneries at Peabody



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INTERNATIONAL TICKET CO.

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Fine Leathers

LINING LEATHERS AND CALFSKINS

HEBB LEATHER CO., INC.

• **LININGS . . .** Side leather and calf linings. Domestic and imported to fit shoe manufacturer's individual needs.

• **TOOLING LEATHER . . .** Calf, kips and sides for leathercraft work.

112 BEACH STREET
BOSTON, MASS.



• **Joan D. H. Bennett** is the new designer and fashion director of Palizio, Inc., New York manufacturer of women's medium compos. Miss Bennett will also teach a course in shoe design at Pratt Institute starting in September. She was formerly a designer for Thos. Cort, Ltd.

• **Robert C. Erb**, president of the J. F. McElwain Co., Manchester and Nashua, N. H., will serve as banquet toastmaster at the 8th annual New Hampshire Industrial Management Conference to be held at the University of New Hampshire in late August.

• **J. Richter Salvesen**, director of Marathon Corp.'s Central Research Department, Rothschild, Wis., will attend the 13th International Congress of Pure and Applied Chemistry in Stockholm, Sweden, July 29 to August 4. He has been named Honorary Chairman of the Lignin Section of the Wood Symposium in recognition of his 27 years of research on lignin products for Marathon's Chemical Division.

• **Joseph Hendrick**, vice president of the Vulcan Corp., Brockton manufacturer of wood heels and shoe lasts, has announced the appointment of three new company executives. John J. Doyle was named manager of the Brockton division; Harry J. Ingles will serve as women's stylist and salesman under Doyle, and Walter J. Reed rejoins the company as a salesman.

• **Keith Minthorne** has been appointed sales manager of the Super Cel Sponge Division of the American Sponge & Chamois Co., Inc., New York, according to company president Arthur J. Sloss. The appointment is part of the company's expanded program in sales and advertising.

• **Miss Mary Lynn Wagner** has been named sales promotion manager

in charge of advertising for Capezio, Inc., New York manufacturer of ballet slippers for women and children.

• **Omega Shoe Co.**, St. Louis, has named **Charles L. DeBosek** as head of its pattern department and to style the slip-lasted casual line of the company. DeBosek is a 15-year veteran in shoe business and was formerly associated with Tober-Saifer Shoe Mfg. Co., and Florsheim Shoe Co., women's division.

• **Leo J. Jordan**, slipper designer for International Shoe Co., St. Louis, will leave shortly to join Prima Footwear, Inc., Columbus, Ohio, according to an International official. His new duties, reportedly, will deal with styling and coordination with production.

• **Milton W. Hayes** has been named director of new products by the Brown Co., Berlin, N. H., manufacturer of shoe innersoles and other products. Hayes, who has been associated with the company since 1928, will report directly to the president in this newly created post.

• **Arthur Taylor** takes over Hayes' duties as production manager of the Bermico, Chemical, Floe, and Onco divisions of the Brown Co. He was formerly chief project engineer.

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• *Upper Leathers*

• **CHROME RETAN**
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• **MECHANICAL**
• **LEATHERS**

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QUALITY
BERKLETAN
LEATHERS

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31st Edition of **LEATHER AND SHOES**

BLUE BOOK

Over 780 Pages—Eight Parts—Thumb Indexed
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Contains 560 separate product listings. Gives detailed information on Shoe Manufacturers and Tanners.

Includes a **SHOE BUYERS' INDEX**—lists shoe manufacturers by kinds of shoes made and method of manufacture and a **LEATHER BUYERS' INDEX** which lists Tanners by kinds of leather tanned.

Be sure you get your copy—keep it within reach at all times—it will save you time and money.

The Rumpf Publishing Company

300 W. ADAMS ST., CHICAGO 6

SCHIAPARELLI-MARINO

(Continued from Page 8)

thing appears sure: most of these top names in Continental fashions will, in any affiliation with U. S. shoe firms, take a direct hand in the shoe fashions bearing their name.

But, if any of this happens, the bow goes to Madame Schiaparelli as the innovator, for hers is the first famous name in Continental fashion to come into American shoe business. Moreover, she and her staff will take a direct hand in the designing and merchandising of these shoes for the American market. It's to be more than merely lending the prestige of her name to the shoes.

John Marino, president of the firm which Schiaparelli has licensed to make these shoes, represents the fourth generation of shoe manufacturers. His son Patty, associated with the company as vice president, makes the fifth generation. The Marino firm, which began in 1933, has a well-established prestige name of its own, was selected by Schiaparelli "after a careful examination of the field."

Will Make History

John Marino states firmly, "It is time that the shoe industry takes full advantage of freshly brilliant designing talents to add new lustre to its lines. In my opinion, there's no more brilliant talent than Schiaparelli. I predict that she will make history in this business, just as she has in the sportswear and other apparel fields."

For the present, the Schiaparelli shoe line will be manufactured only at the Marino plant in Long Island City. Depending upon demand, expansion plans are being held up. Production will start on the 15th of September, with a daily output of 200 pairs of the Schiaparelli line. Marino and his son will personally supervise the operations.

The first Schiaparelli shoe lines will be ready to ship on October 15, for November 1 selling, and will consist chiefly of evening and resort footwear. According to Schiaparelli, Inc., the American affiliate located at 683 Fifth Ave., New York, "styling will be in fine, lady-like patterns with European touches, in keeping with the Schiaparelli label."

Retail prices have not yet been set definitely, but are expected to range from \$30 and up. These shoes will be coordinated with other Schiaparelli

relli apparel in color and over-all styling and will fit in with Schiaparelli's concept of the "over-all" coordinated wardrobe.

Madame Schiaparelli has a very positive philosophy about what she terms "the whole look"—an inte-

grated head-to-toe ensemble. Her comments on this are particularly pertinent to the field of footwear fashion:

"For the past few years American fashion industries have suffered despite the combined efforts of your



**for STYLE,
PROPER FIT,
and COMFORT,
rely on**

VULCAN LASTS & HEELS



"Smart Shoe Styling" starts with the "new wood" continually being created in Vulcan's 4 Model Rooms.



For plain or covered wood heels and wedges, call the nearest of 3 Vulcan heel plants.




"From Forest to Fashion"—Vulcan control is Complete! 9 Plants to serve you.

VULCAN


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<p>LAST PLANTS Brockton, Mass. Johnson City, N. Y. Portsmouth, Ohio St. Louis, Mo.</p>	<p>SAW AND BLOCK MILLS Antigo, Wisc. Donken, Mich.</p>	<p>HEEL PLANTS Antigo, Wisc. Johnson City, N. Y. Portsmouth, Ohio</p>
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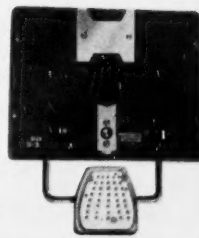
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Better than you ever thought they could be made.
Try them and be Convinced!



ALSO Knox Marker Machines and Dies

And as always the finest Walker, Clicker, Mallet Handle, Freeman Model N and all other types of Cut-Out, Perforation and Marker Dies.



INDEPENDENT DIE AND SUPPLY CO.
La Salle near Jefferson, St. Louis 4, Mo., Phone: Grand 2143
Associate:
NEW ERA DIE CO., Mapleside Place, Red Lion, Pa.

own talented designers and the inspiration of Paris. The fault, I believe, lies with the average manufacturer, not the designer. There is a lack of coordination in America between fashions in clothes and fashions in every other field, from hats to shoes and all the elements between.

The "Whole Look"

"In America, even when there is some semblance of coordination, the consumer is not made conscious of it sufficiently, to regard every detail of her costume as essential to the 'whole look' effect, season after season. Her reaction is, 'Last year's shoes and handbag will do very nicely,' with this year's silhouette. And right she is, if no exciting fashion change makes it necessary to make new purchases.

"I have considered this problem for a long time, and have finally decided to do something about it myself. Schiaparelli, Inc., is my answer. I will design every element that belongs to 'the whole look' each season, in a head-to-toe ensembling theme, so that all parts start out together and are presented together for the consumer when she is ready to purchase her new season's wardrobe, simultaneously."

The shoes will be merchandised with this "whole look" theme. Schiaparelli Shoes will be distributed through all stores now carrying Marino-labeled shoes, and also through some 500 U. S. Schiaparelli retail outlets. Distribution will be both in the U. S. and Canada. Schiaparelli-labeled shoes "will be the closest to custom-made footwear that can be manufactured on a production system." The Marino firm states that it intends to get the shoes into all selected stores on a nationwide basis as soon as possible.

Heading up the U. S. organization, Schiaparelli, Inc., is Stanley Weiss, vice president and general manager. Coordinating all U. S. fashion activities of Schiaparelli, Inc., is Mrs. Maria A. "Poppy" Kirk, who has been with Schiaparelli for the past 20 years, serving with the organization both in Paris and London.

Staff Of 230

Madame Schiaparelli, whose international designing staff numbers 230, has practically completed her organization of a "family" of selected U. S. manufacturers to produce all types of apparel from hats to shoes and bearing the celebrated Schiaparelli label.

As to the colorful Madame Schiaparelli herself, she might well be termed "the universal personality." An Italian by birth, with an Egyptian grandmother, and an uncle who discovered canals on the planet Mars, she went to school in Switzerland and England, later became a citizen of France, lived in New York a while, now resides in her favorite villa in Tunisia, Africa. To complete the universal touch, only recently she was awarded a medal by the President of Brazil.

Shocking Pink

Her creative daring in all fields of apparel styling has won her an international reputation. She has countless "originals" to her credit, for her designs might be inspired by almost any source — harnesses, over-alls, Papal robes, even an Arabian burnoose. She "invented" Shocking Pink, a color which became big business in fashion. And from Buckingham Palace came the idea for her famous Guardsman coat, still popular. She took tweeds out of the country, moved them into the ballroom.

"The Boss," as she's known to her friends, is regarded as the best showman in Paris—and also as one of the keenest business women and top-notch designers in the field internationally.

Definite Trend

Coming into American shoe business, she may well prove someone to be reckoned with. Not in any sense as a mass-producing shoe competitor, but as a potent influence on American footwear fashion trends. It is not alone that the Schiaparelli name will bear weight in this respect, but the influence of "the Continental touch" in American shoe designing may well be a movement in the making.

Marino himself has positive feelings about this: "A new and definite trend in merchandising is the tie-in arrangement with an internationally famous name which adds prestige and gives fresh fashion ideas to one's lines. To us, Schiaparelli is the most famous of such names. Her rich imagination applied to footwear will set the whole industry talking — and may well create importantly influential new trends in the world of American shoe fashions."

— END —

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Whatever the symptoms, let Dyo-Flex be your doctor. Send all your leather finishing problems to us. Dyo-Flex will supply the right finish, and the right color for any leather. When you want leather finishing information, just write to Dyo-Flex, P. O. Box 9007, 2200 Central Expressway, South, Dallas, Texas.

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2200 Central Expressway, South
Box 9007
DALLAS, TEXAS

DYOflex

CLASSIFIED ADVERTISING

(Other Want Ads on Page 34)

Wanted and For Sale

Wanted

Light weight finished split pieces, only in light colors. Any quantity. Also leather offal, anything resembling moccasin leather, 4 to 6 oz.

Central Mercantile Co.,
742 W. Taylor St.,
Chicago, Ill.

Mchy. & Equip. Wanted

WANT TO BUY machinery and equipment for complete upper leather tannery.

FRANK JEROME,
4020 Bandini Blvd.,
Los Angeles 23, California.

Sales Agent Wanted New York City—N. J.—Conn.

NATIONALLY KNOWN manufacturer of Nylon Mesh for men's, women's, and children's shoes (as well as all other shoe fabrics) wants agent for New York City, New Jersey, and Connecticut area. Please write giving full information as to experience, area covered, and non-competitive lines currently selling. Address U-6, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Sales Agent Wanted California

NATIONALLY KNOWN manufacturer of Nylon Mesh for men's, women's and children's shoes (as well as all other shoe fabrics) wants agent for California. Please write giving full information as to experience, area covered, and non-competitive lines currently selling. Address U-5, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Sewing Machine Wanted

WANTED: Puritan Sewing Machine.

Write to: Marck Zmurkiewicz,
17 Lafayette Pl.,
Irvington 11, N. J.

H. SWOBODA & SON, Inc.

1027 N. Bodine St. Phila., Pa.

Base Ball and Whip Leather Mfrs.

SWOTAN

GARMENT HORSE
WORK GLOVE HORSE
(Grain and Splits)

SPORTING GOODS LEATHER
SPECIALTIES
RETAN SOLE LEATHER

Rates

Space in this department for display advertisements is \$5.00 per inch for each insertion except in the "Situations Wanted" column, where space costs \$2.00 per inch for each insertion.

Undisplayed advertisements cost \$2.50 per inch for each insertion under "Help Wanted" and "Special Notices" and \$1.00 per inch for each insertion under "Situations Wanted."

Minimum space accepted: 1 inch. Copy must be in our hands not later than Monday morning for publication in the issue of the following Saturday.

Advertisements with box numbers are strictly confidential and no information concerning them will be disclosed by the publisher.

THE RUMPF PUBLISHING CO.
300 W. Adams St. Chicago 6

TEXAS SKIN PROCESSING CO.

1126 W. Malone Ave.
San Antonio, Texas

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SHEARLINGS
MOUTONS
HAIR ON CALF
WOOL PULLERS
PICKLED GOATSKINS
and SHEEPSKINS



STERN CAN COMPANY, INC.
71 LOCUST STREET, BOSTON 25, MASS.

Blue Splits Wanted

BLUE SPLITS WANTED: Car or truckload quantities. Untrimmed or trimmed. Also Blue Shoulder Splits, etc. Steady user.

Address H-1,
c/o Leather and Shoes,
300 W. Adams St.,
Chicago 6, Ill.

Leather Laces

ITALIAN MANUFACTURER of high quality laces for boots and shoes, all sizes and colors, offers exclusive agency to jobber or representative with small capital for stock use.

ARPLUS PRODUCTS COMPANY,
11 Woodbury Street,
New Rochelle, New York

Help Wanted

Shoe Salesman

WANTED: Hard working shoe salesman to carry, as side line, Indian beaded moccasins, handbags and belts. Also handmade military shoes and handtooled handbags, at popular prices, to cover states of Maine, New Hampshire, Vermont, Massachusetts, and Connecticut. Address H-2, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

SAVE TIME

cementing

Innersoles
Sock Linings
Heel Pads
Boxtoes



You will save 35% cementing time. Schaefer Cementers completely and uniformly latex die-cut pieces of leather, cloth, faille, leatherette, fibre and paper.

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Not merely a name, but
a brand of Distinctive Ex-
cellence.

**MANUFACTURING SPECIALISTS—FATLIQUORS, SULPHONATED OILS,
HARD GREASES AND SOAPS FOR TANNERS**

The Services of our Research Laboratory are at your Disposal.

WHITE & HODGES, INC.

Everett, Massachusetts

(Boston Postal District)

Cutting Room Foreman

CUTTING ROOM FOREMAN WANTED. Good opportunity for right man.

Address G-9,
c/o Leather and Shoes,
10 High St.,
Boston 10, Mass.

Fitting Room Foreman

FOR WOMEN'S high grade, modern shoe factory located in Pennsylvania area. Long record of success. Good starting salary, commensurate with ability, and opportunity for progress. Must be able to maintain pleasant labor relations and efficiency through proper management. Write full details concerning experience and family status. All replies in strict confidence. Address U-4, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

Hide and Skin Damage Expert

UNUSUAL OPPORTUNITY for man in New York City having 25 years or more experience in all phases tanning industry. Must be able to qualify as expert in evaluating all types of damage to hides and skins. Will consider semi-retired man. Replies held strictest confidence. Write full resume to G-10, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Cutting Room Foreman

WANTED: Foreman capable of running cutting room on women's shoes. Also with ability to instruct.

Address U-2,
c/o Leather and Shoes,
10 High St.,
Boston 10, Mass.

Mechanic & Millright

WANTED: Mechanic and millright to set up tanning wheels and machinery for a small tannery in the Middle West. Must know how to operate these machines and break in the help to run them. Give full experience and salary expected. Address H-3, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Colorer & Tanner

WANTED: Expert couse split lining colorer and tanner. Must produce a very top grade sueded lining, for a small tannery to be located in the Middle West. Send along full details regarding experience, etc., where you have produced this type of leather. All replies will be held in strictest confidence. Address H-4, c/o Leather and Shoes, 300 W. Adams St., Chicago 6, Ill.

Cutting Room Foreman

CUTTING ROOM FOREMAN for old established company making men's top grade shoes. Must be thoroughly experienced in both hand and machine cutting. Capable of training new help. Write full details concerning experience, age, and references. Send photo if possible. All replies confidential. Address V-8, c/o Leather and Shoes, 20 Vesey St., New York 7, N. Y.

Situations Wanted

Superintendent

Shoe factory superintendent with good record seeks change. Knows all shoemaking processes and is ready to show that he can improve quality and production. Address Box V-1, c/o Leather and Shoes, 10 High St., Boston 10, Mass.

(Other Want Ads on Page 33)

Deaths

Dr. Alphons Otto Jaeger

... 67, retired chemical executive of American Cyanamid Co., died suddenly on July 21. He had spent 40 years in the chemical industry, was holder of hundreds of patents, many of which dealt with tanning. He had retired from American Cyanamid last year, where he was Chairman of the Development Committee and Director of the General Technical Department. He was a member of the American Chemical Society, the International Society of Leather Trades Chemists, among other technical organizations. He is survived by his wife and four children.

Alberto E. Grimoldi

... 44, South American shoe manufacturer, collapsed and died at his home in Buenos Aires, Argentina, last July 22. Grimoldi was South America's largest shoe manufacturer and during his frequent trips to the U. S. became well known in Boston trade circles. He leaves his widow, three children, a brother and a sister.

Merton Ray Ellis

... retired finishing room foreman, died recently in a Brockton hospital after being in bad health for some time. He retired last December from the Plymouth Shoe Factory in Middleboro, Mass. Ellis is survived by a brother and a sister.

Walter A. Roundy

... 74, retired shoe machinery executive, died recently in Burlingame, Cal., where he had lived for the past five years. He formerly was chief engineer for the Weyenberg Shoe Mfg. Co. of Milwaukee, his home for 30 years. Roundy leaves a wife, a daughter, a son and three sisters.

Alfred H. Paulus

... 73, former leather belting manufacturer, died recently in Philadelphia. He leaves his wife, Clara, a son and a daughter.

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CHARMOOZ

THE PERFECT SUEDE LEATHER

BLACK AND COLORS

AMALGAMATED LEATHER CO'S. INC.

WILMINGTON 99, DELAWARE

What are the facts about safety shoes sewn with thread of **DACRON***?



* Du Pont Trademark

Every Seam in a Safety Shoe is a "failure point" — vulnerable to chemical action and moisture, abrasion and rot, all the conditions that prevail in industries where safety shoes are needed most.

But Premier  Thread Made of DACRON does away with all common causes of stitching failure, especially in safety shoes, because it —

Resists chemicals — acids, alkalis, bleaches, common solvents

Resists moisture, mildew, perspiration, bacterial action, oils, grease

Resists abrasive wear and deterioration even at extremes of humidity and temperature

Premier VEE, the first shoe thread made of Dacron, is a uniform product — the perfect "mate" for synthetic soles and the *only* thread that matches the advantages of Neoprene. We offer the first 2¼ pound 100% knotless package — no knots in the single, no knots in the ply — for 100% sewing efficiency throughout your shoe. This thread's unique balance of physical and chemical properties ensures that your safety footwear will "hold together as long as the materials last".

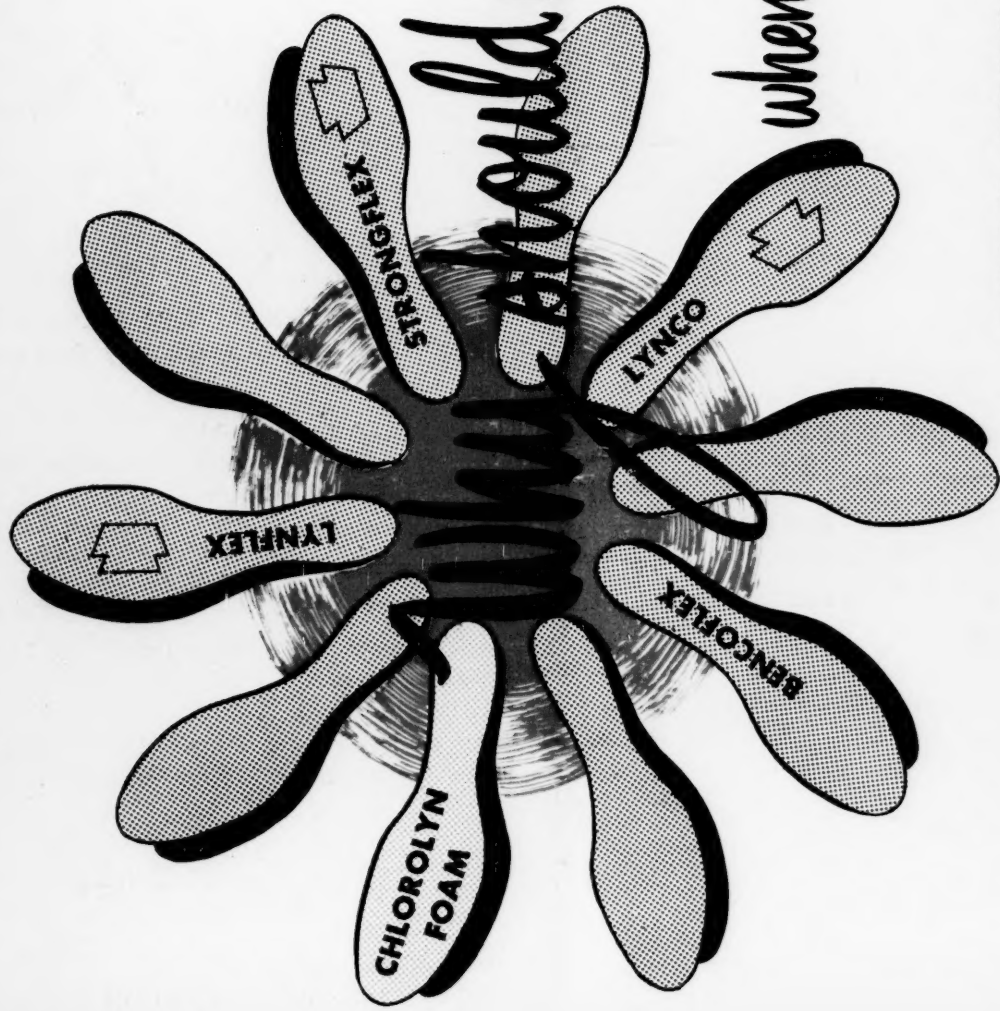
CONSULT OUR TECHNICAL SERVICE STAFF

Besides developing Premier VEE, we have developed stitching methods by which you can get full value from this superlative thread — producing a safety shoe more serviceable and longer lasting than any ever made before. We can provide you with technical data available nowhere else. Call us in any time to advise on all shoe-stitching problems.

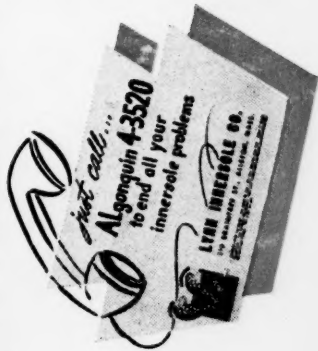
PREMIER 

*The Successful Sewing Thread Made of Dacron**

PREMIER THREAD CO. - PAWTUCKET, RHODE ISLAND



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